

Communicating with Partners in Nigeria

90-minute workshop kit · Start here

This kit has everything you need to run a 90-minute workshop for the businesses you serve. It is written for Small Business Development Center advisors, District Export Councils, state trade offices, trade associations, chambers and educators. **You do not need to be an expert on Nigeria.** Read the facilitator guide once, then use it as your script.

About the author. Ayomide Adeyeye is a sociolinguist and the founder of DealDialect. She holds an M.A. in English, with a concentration in Linguistics, from North Carolina State University and a B.A. in Linguistics from Adekunle Ajasin University, Nigeria. Her research on Nigerian English and Nigerian Pidgin was presented at the Southeastern Conference on Linguistics (SECOL) in 2024, and she has more than five years of experience in training and business communication in the United States and Nigeria. She wrote every part of this kit. Contact: adeyeyeayomide97@gmail.com.

What is in the kit

File	What it is
00_Start_Here	This page: what is in the kit, the agenda, the license and how to report your session.
01_Facilitator_Guide	Preparation checklist, room setup, the full session script, tough questions, answer keys and the slide guide.
02_Slides	About 30 slides in the DealDialect brand, with speaker notes. Space on slides 1 and 30 for your logo.
03_Participant_Handout	Two pages, black-and-white friendly: key ideas, rewrite exercise, scenarios, digital trust checklist, resources.
04_Scenario_Cards	Scenarios S1 and S2 as cut-out cards, plus a separate facilitator feedback sheet.
05_Pair_Exercise	The cold email to rewrite, instructions and a facilitator copy with the model answer.
06_Nigeria_Quick_Card	The two-page quick card from the Nigeria Market Communication Guide.
07_Survey_Paper	The 8-question post-session survey on paper, plus optional arrival cards.
08_Attendance_Sheet	Sign-in sheet with a consent column. It stays with your organization.
09_Certificate_Template	Certificate of attendance with fields for name, date, host and facilitator.
10_License	The CC BY 4.0 license notice and attribution wording.

Session agenda

Time	Segment	Method
0 to 10 min	Welcome and the cost of a misread message	Story and quick poll
10 to 25 min	Same language, different rules	Short talk and "Guess the meaning"
25 to 45 min	Greetings, titles and relationships	Pairs rewrite a cold email
45 to 65 min	Reading indirect signals	Scenarios S1 and S2 in small groups
65 to 80 min	Digital trust and payments	Checklist walk-through
80 to 90 min	Action plan and evaluation	One next step per firm; survey

Three steps

1. **Prepare.** Read the facilitator guide (01). Print the handout, scenario cards, pair exercise, quick card, surveys and attendance sheet (03 to 08).
2. **Deliver.** Follow the session script. Keep the survey in the last 10 minutes; never cut it.
3. **Report.** Go to dealdialect.com/counselors and choose "Tell us you ran it." It takes about two minutes and needs only counts, never names.

Free to use, adapt and share. This kit is licensed under Creative Commons Attribution 4.0 (CC BY 4.0). You may add your logo, cut or translate material, and use it in paid training. Keep this line on slides, handouts and certificates: "From DealDialect (dealdialect.com) by Ayomide Adeyeye, licensed CC BY 4.0." If you change the materials, add: "Adapted by" followed by the name of your organization.

This kit teaches communication habits. It describes common tendencies, not rules about individuals. It is not legal, tax or compliance advice. Questions? Contact the author, Ayomide Adeyeye, at adeyeyeayomide97@gmail.com.