

YAHAYA BUHARI ALI · SIR YB

MEDIA KIT

Entrepreneur · Institution Builder · Advocate for Balanced Success



Speaking · Media · Moderating · Workshops

A grounded voice on building and becoming.

Short bio

Yahaya Buhari Ali, widely known as Sir YB, is a Nigerian entrepreneur, institution builder and advocate for Balanced Success. He is the Founder and Chief Visionary Officer of YBI Group, where his work centres on building businesses, systems and teams that can create value beyond their founders.

Executive bio

Yahaya Buhari Ali, widely known as Sir YB, is a Nigerian entrepreneur, institution builder and Founder and Chief Visionary Officer of YBI Group. His work focuses on building businesses, systems, people and organisations that can endure beyond founder-dependence.

Years of entrepreneurship and organisational leadership shaped a central conviction: building a successful business is not the same as building a successful life. That conviction informs Balanced Success - his practical philosophy for pursuing meaningful progress across spirituality, relationships, health, personal development and wealth.

His public work spans TEDx talks, business and leadership conversations, moderating, panels and practical workshops. Through these platforms, Sir YB shares lessons from entrepreneurship, institution building, systems, purpose and legacy.

CURRENT FOCUS

Balanced Success	Entrepreneurship	Institution Building
Business Systems	Leadership & People	Purpose & Legacy

Topics shaped by the work.

-
- 01 **Balanced Success**
Building wealth and achievement while protecting faith, relationships, health and personal growth.
-
- 02 **Building Beyond the Founder**
Moving from personality-driven business toward systems, teams, accountability and institutions.
-
- 03 **Entrepreneurship Without the Myths**
A practical view of opportunity, risk, execution and the stories founders tell themselves.
-
- 04 **Purpose, Passion & Profit**
Using the 3P filter to choose work that is meaningful, energising and economically sustainable.
-
- 05 **Leadership, Systems & People**
Turning vision into clear ownership, operating rhythm and room for people to grow.
-
- 06 **Purpose & Legacy**
Thinking in decades and measuring success by what the work makes possible for others.

SELECTED TEDx REFERENCES

TEDxBayeroUniversity · 2022

“Entrepreneurship: A Web of Lies, Myths and Opportunities”

Watch: youtube.com/watch?v=M_ooe1zlzio

TEDxSamaru · 10 August 2024

Invited speaker at the “ReInvent” event, Ahmadu Bello University, Zaria.

Selected recognition and engagements.

Headline credibility

2020 · BusinessDay	YBI Group was recognised among BusinessDay's Top 100 Fastest Growing SMEs in Nigeria.
2024 · Northern Nigeria Business Personality	Recognition at the Northern Nigeria Peace Conference/Awards.
2018 · Daily Trust Youthville	Feature on entrepreneurship, branding and the early ambition to build a leading branding firm.
2020 · Opportunities Hub	100 Most Influential Young People · Social Entrepreneur category.
2019 · Classy CEOs	"Fastest Growing Entrepreneur" recognition.
2018 · Google Digital Skills for Africa	Online Marketing Fundamentals.

Selected engagements

2024 · The Entrepreneur's Edge Summit - Moderator
 2024 · The Northern Therapist Annual Marriage Conference - Panelist
 2025 · Northern Women Meet & Greet - Guest speaker
 Workshop · Northern Women Initiative Business & Funding Workshop - Coach/facilitator
 2019 · Click-On Kaduna Digital Skills Programme - Guest speaker

MEDIA ASSETS



Professional portrait



Formal event portrait



TEDxSamaru stage photograph

USAGE NOTE

For event promotion, editorial coverage and confirmed partnership communication. Please retain the supplied caption and credit Sir YB / YBI Multimedia where appropriate. Request original-resolution files when needed.

BOOKINGS & MEDIA

Start a relevant conversation.

For speaking, media, moderating, facilitation and strategic partnership enquiries.

EMAIL

yahyabuhari@gmail.com

Instagram · @sir_yb

X · @sir_yb

LinkedIn · Yahaya Buhari Ali

Yahaya Buhari Ali · Sir YB

Entrepreneur · Institution Builder · Advocate for Balanced Success