

STARTUP STORIES

# Bayo Speaks

ENTREPRENEURSHIP  
TOOLS AND IDEAS

BUSINESS  
STARTUP  
BIOGRAPHY OF  
ENTREPRENEURS

THE INSPIRATION  
OF FASHION IN  
BUSINESS

-AL GREEN

ENTREPRENEURSHIP  
IS NOT A DESTINATION,  
IT IS THE ADVENTURE  
OF A LIFETIME

-YETUNDE OYELEYE

UNDERSTANDING  
THE POWER OF  
MOTIVATION IN  
BUSINESS

-CHINELO OKOYE

# ENTREPRENEURSHIP CORNER

SHARED EXPERIENCES AND WISDOM TAILORED TO GUIDE YOU ON YOUR ENTREPRENEURSHIP JOURNEY

NIGERIA, KENYA, UNITED STATES, UAE, JAMAICA, CAMEROON.

EDITION 1

# Bayo Speaks

**Bayo Speaks** is the ultimate source for Entrepreneurship Inspiration, Entrepreneurs Startup Biography, Business reviews, and Mental Health. We envision empowering both aspiring and established entrepreneurs with the knowledge and, motivation needed to excel in the business world.

Over the past two years, Bayo Speaks has successfully interviewed more than 100 industry leaders and solved problems that surround mental health.

## Testimonials:

Thank you, Bayo Speaks, for this acknowledgment and for contributing to the broader conversation about empowerment, resilience, and transformation. I am grateful for this recognition and look forward to seeing the wonderful work your publication will continue to do in amplifying the stories of individuals driving impactful change.

Nicola McFadden  
CEO & Founder, Nikimac Solutions Inc.

I'm delighted to be mentioned in such a positive way. Thank you Bayo Speaks for calling attention to me and the little things I do.

Nana Lynn  
LinkedIn Coach

We believe in the transformative power of shared experiences and wisdom tailored to guide you on your entrepreneurial journey. Join our growing community of entrepreneurs by following our social media handles:

Find out more on: [www.bayospeaks.com](http://www.bayospeaks.com)

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It's easy to jump to the conclusion that wealth alone is the key to entrepreneurial success in the 21st century. But is financial gain truly the sole measure of a modern successful businessperson?

A brief examination of the highest earners in the business world reveals that genuine success in entrepreneurship encompasses staying well-informed across diverse domains, including business, health, and even entertainment.

To be a well-rounded entrepreneur and succeed in your business, you need to have a wide network of connections. That's what **Entrepreneurship Corner** is all about.

**Entrepreneurship Corner** is an empowering magazine dedicated to aspiring and startup business owners. With a mission to establish stability and offer valuable solutions to the challenges faced by entrepreneurs, this magazine is set to be a game-changer in the entrepreneurial world.

It is designed to serve as a comprehensive guide for business owners, the success, and growth of entrepreneurs, Startup interviews, and actionable tips.

# Bayo Speaks

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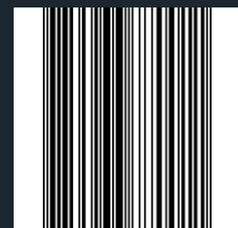
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**Kemi Ogunkoya**  
CO-Founder LeaderX

**M**et **Kemi Ogunkoya**, the co-founder of **LeaderX**, based in Lagos, Nigeria. She is all about making leaders and innovators shine. Kemi is a **Leadership Development Strategist, Certified Management Consultant, Author**, and the brains behind **The Dozen Model Leadership Framework**. She's making waves as a force on the leadership scene.

Kemi kicked off her leadership journey with **Rellies Works**, a hub for leadership and innovation, and **LeaderX**, a game-changing leadership development app. She is also a key figure in **SpeakersHQ** and holds leadership roles at **The PowerWoman Network** and **The Lead Africa Now Initiative**.

She does not just sit still. She is behind events like the **Business Edge Workshop**, the **Leadership Guardian Summit**, and the **Aspire Conference**. Her impact reaches far and wide, with high-impact leadership programs spanning Africa, North America, and Asia for over a decade.

Starting at **Afribank Plc** (now **Mainstreet Bank**), Kemi worked her way up from a **Business Officer**. She then handled **Business Administration** at **PowerPro** and climbed the ladder to become **Head of Human Resources** at **GIL Automation and Control Services**. She reached the role of **Business Partner** within eight years at **HCT**.

Education-wise, she earned a **Bachelor's Degree in Education and Economics** from the **University of Ibadan** and an **MBA in Management Consultancy** from the **University of Wales, Cardiff, UK**. She also honed her skills with a **leadership certificate** from the **Saïd Business School, University of Oxford**. She is a **certified Neuro-Linguistic Programming Practitioner** from the **INLP Center in California, USA**, and an **Emotional Intelligence Specialist**.

Kemi's on a mission to transform lives and businesses through her leadership toolkit. With **LeaderX**, her brainchild, she is shaking up the leadership world. **LeaderX** is all about helping people become better leaders by working on themselves first. It's for anyone—from professionals to entrepreneurs—looking to up their leadership game in all areas of life.



# How to Develop Your Leadership Style in Business or as an Entrepreneur

As a business owner or entrepreneur, developing your leadership style is essential to creating a successful and sustainable business. Leadership can be a differentiator between successful and unsuccessful businesses. In a highly competitive marketplace, businesses with strong leaders are more likely to thrive.

Leaders who are able to motivate and inspire their team members to work towards a common goal can create a strong sense of unity and cohesion within the business. This, in turn, can lead to higher levels of productivity, innovation, and customer satisfaction.

On the other hand, businesses without strong leadership may struggle to survive in a highly competitive marketplace. Without a clear vision or direction, businesses may lack focus and direction, leading to missed opportunities and a lack of innovation. This can ultimately lead to declining revenues and even failure. Therefore, leadership skills are imperative for businesses and entrepreneurs, and this begins with self-leadership.

To be successful as a business owner, understanding your leadership style is crucial. It can have a significant impact on the success of your business and the satisfaction and productivity of your team members. It all begins

with having clarity about the kind of leader you want to be and identifying which leadership style aligns with your values and goals.

**Different styles of leadership and each have their strengths and weaknesses.**

•**The authoritarian style** involves a leader who makes decisions and gives orders without input from team members. This style can be effective in times of crisis or when quick decisions need to be made. However, it can lead to team members feeling dis-empowered and unmotivated.

•**The democratic style of leadership** involves a leader who solicits input and feedback from team members before making decisions. This style can lead to better buy-in from team members and a more collaborative work environment. However, it can also lead to decision-making processes that take longer and may not be as effective in high-pressure situations.

•**The laissez-faire style of leadership** involves a leader who delegates decision-making to team members and takes a hands-off approach to management. While this style can lead to increased creativity and innovation, it can also lead to confusion and a lack of direction.

•**The transformational style of leadership** involves a leader who inspires and motivates team members to work towards a shared vision. This style can lead to high levels of engagement and commitment from team members. However, it requires a leader who is highly skilled at communication and building relationships.

•Finally, the **servant leadership** style involves a leader who focuses on the needs and well-being of team members, with the belief that by serving their needs, the team will perform better. This style can lead to higher levels of job satisfaction and loyalty among team members. However, it requires a leader who is skilled at empathy and emotional intelligence.

Each of these leadership styles has its own unique strengths and weaknesses. As a business owner, it is important to understand which style best aligns with your values and goals. This understanding can help you make informed decisions and tailor your approach to meet the needs of your team members and your business.

By understanding the different styles of leadership, you can make informed decisions and tailor your approach to meet the needs of your team members and your business. Irrespective of the leadership style that you choose to adopt, there are certain tips that can help you

develop it.

For Kemi, leadership style development has been a journey of self-discovery and continuous learning. I will share some personal experiences and insights on how to develop your leadership style in business or as an entrepreneur, first as an entrepreneur myself and as a leadership coach who has worked with thousands of entrepreneurs globally.

### •Develop Self-Awareness

The first step in developing your leadership style is to identify your strengths and weaknesses. This can be a difficult task, as it requires honest self-reflection and the willingness to acknowledge your shortcomings.

However, **understanding your strengths and weaknesses is essential to developing a leadership style that is tailored to your unique abilities**

**and personality.** For me, one of my strengths as a leader is my ability to communicate effectively. I have always enjoyed public speaking and engaging with others, and I have found that this skill has served me well in my business ventures. Understanding these strengths and weaknesses has helped me to develop a leadership style that emphasizes open communication and a positive work environment.

### •Determine your leadership philosophy

Your leadership philosophy is the set of beliefs and values that guide

your leadership style. For me, my leadership philosophy is centered on the idea of empowering others. I believe that every member of my team has unique talents and perspectives that can contribute to the success of our business. As a leader, it is my job to provide them with the resources, support, and guidance they need to achieve their goals. So when business owners are clear about their leadership philosophy, they are able to stay grounded and consistent.

### •Studying other leaders

Studying other successful leaders is an invaluable part of leadership

development. I have read books, attended conferences, and sought out mentorship from other entrepreneurs and business owners. By studying other leaders, you gain valuable insights into what works and what doesn't when it comes to leadership.

### •Communicate effectively

Effective communication is a cornerstone of successful leadership. As a leader, you must be able to clearly articulate your vision and goals to your team, as well as listen to their feedback and concerns. Effective communication

can also help build trust and rapport with your team members. For me, effective communication has been essential to building a positive and productive work environment. I make a point to check in regularly with my team members, both individually and as a group. I also encourage open communication and feedback, and I strive to be transparent about our business goals and strategies.

### •Lead by example

Leading by example is another crucial aspect of effective leadership. As a leader, you should model the behavior that you want to

see in your team members. For me, this means demonstrating a strong work ethic, being punctual and reliable, and treating others with respect and kindness.

### •Empower your team

Empowering your team members means giving them the tools, resources, and autonomy they need

to succeed. This can include providing training opportunities, delegating tasks, or giving team members the flexibility to work in a way that suits their strengths and preferences.

### •Continuously learn and grow

It is important to continuously learn and grow as a leader. This means seeking out feedback from your team members, attending professional development opportunities, or simply reflecting on your experiences and identifying areas for improvement.





 **Sarah Malik**  
CEO and International Disputes Counsel  
of SOL International LTD

**Sarah Malik**, renowned as a distinguished figure in the legal realm, wears multiple hats as the CEO and International Disputes Counsel of **SOL International Ltd.**, a prestigious establishment headquartered in the United Arab Emirates. With her captivating presence and relentless dedication, she has emerged as an influential force in the legal landscape, leaving an indelible mark on both local and international stages.

Hailing from a diverse background, Sarah Malik's journey began in the United Kingdom, where she took her first steps into a world that would later become her passion. Growing up amidst the bustling streets of Manchester, she quickly distinguished herself as a vibrant and enthusiastic individual. Embarking on her academic journey, she attended a local private school before transitioning to a girls' school for her sixth-form education. This foundation paved the way for her remarkable ascent in the legal field.

A prodigious intellect, she entered university at the tender age of 17, displaying an early commitment to

her chosen path. She was the youngest Barrister to be called in the UK in 1999. Her pursuit of excellence didn't stop there, as she embarked on her career as a Barrister at the age of 21, marking the onset of a series of groundbreaking achievements.

Sarah's approach to her profession is marked by an unyielding dedication to preparation and thoroughness. Her rigorous method of scrutinizing detail and documents with an analytical mind-set underscores her commitment to excellence. A true advocate for her clients, she has carved a reputation for turning the tides of complex legal battles in her favor through meticulous preparation.

Beyond her legal prowess, her ambitions extend to her aspirations. A childhood dream of ascending to the heights of legal success while embracing a happy family and global exploration has been fully realized. With an unwavering dedication to her profession, she has amassed an international reputation. Among her influences, the pioneering spirit of the first black judge, Ruth Wilkin, resonates deeply with her.

Striving to break barriers and challenge norms, she identifies with those who disrupt the status quo and boldly confront authority. Sarah's priority is and always has been her children. In her spare time, she engages in physical fitness, likes to explore new destinations, enjoys reading, and has an active social life. Whether tending to her family, nurturing her career, or fostering personal growth, she strikes a balance, unburdened by the notion of guilt that often accompanies life's intricate juggling act.

Looking ahead to the future, Sarah envisions a serene island escape in her retirement. It is a well-deserved aspiration for a woman who has achieved milestones beyond measure. From becoming the youngest barrister in her time to spearheading an award-winning law firm within a mere half-year of its inception, her trajectory has been nothing short of extraordinary. Above all, she cherishes the role of being a devoted parent as her most significant accomplishment. Sarah Malik's story is one of dreams realized through tenacity.

**BRAND BACKGROUND**

With five years of existence, **SOL International Ltd.** has carved a unique niche in the legal landscape under the leadership of Sarah Malik. Initially conceived as a

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## ENTREPRENEURSHIP TOOLS AND IDEAS

boutique Dispute Resolution Practice, the firm rapidly expanded its horizons to encompass a diverse range of legal domains, including Private Client, Commercial, Employment, Tech, Fashion, Sports, and Entertainment Law. Its ascent to global recognition stands as a testament to its unwavering commitment to excellence. Her journey to entrepreneurship took the conventional legal route. She earned her LLB in the UK, followed by the BVC, and was called to the Bar as a Barrister in 1999. Over the subsequent 15 years, she gained extensive experience practicing at all levels of the UK courts before venturing to the UAE. There, she continued her legal career with an International Law firm as employed Counsel before founding SOL International Ltd in 2018.

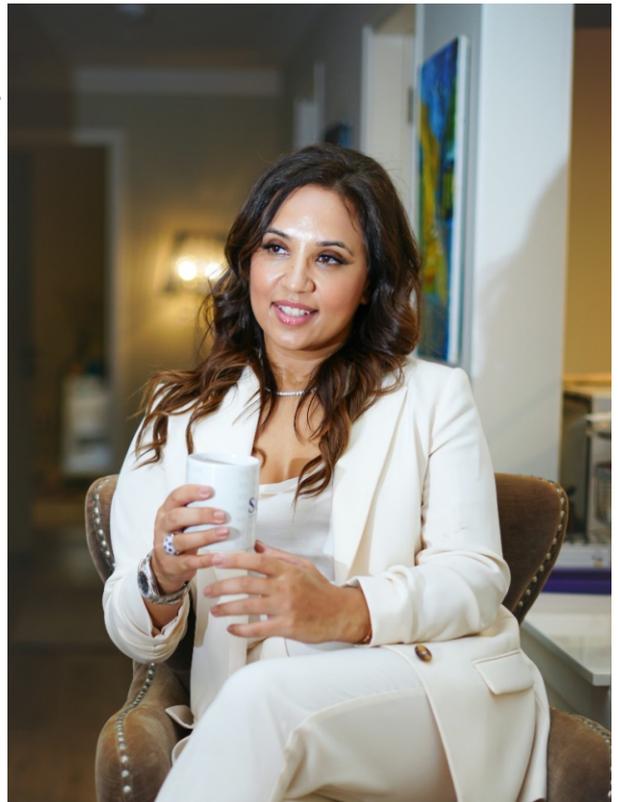
SOL International Ltd emerged from her vision to bridge the worlds of barristers and solicitors. It was designed to reflect the synergy of Barristers' Chambers within a comprehensive law firm structure. The cornerstone of this model was a personalized approach to litigation advice where the CEO or founder played an active role from inception to resolution.

In 2020, the company overcame the adversities spawned by the COVID-19 pandemic, a testament to its resilience and forward-thinking strategies. While relatively young, the firm exhibited remarkable growth, retaining its staff and flourishing against the odds. It navigated the challenges inherent to start-ups, ensuring strong foundations, optimal structures, and an unwavering commitment to the values of honesty, credibility, and integrity. The firm's selective approach to cases ensures that clients receive precisely the assistance they need, even if it means advising against legal intervention. This approach has earned the firm a reputation for providing unbiased and trustworthy counsel, a hallmark of its brand identity.

By embracing mentor-ship and knowledge sharing, it supports the growth of aspiring lawyers. Initiatives such as sponsoring educational programs and celebrating peer achievements underscore the firm's commitment to nurturing the next generation. Rooted in authenticity, its strategy prioritizes consistency, transparency, and client collaboration. The firm's approach fosters an accessible atmosphere, operating with agility and upholding the same level of service as international law firms. Sarah Malik's leadership emphasizes the potential of every individual within the firm. With a keen focus on authenticity and realness, she instills a culture of growth and collaboration. The firm is viewed as a dynamic and disruptive force in the legal sector.

Her leadership garnered recognition as the **"Litigator of the Year"** at the inaugural **GCC Woman in Law Awards in 2022**. The company itself was hailed as a **"Firm to Watch"** in Dispute Resolution: Arbitration and International Litigation by Legal 500 EMEA in the same year. In 2023, her contributions to arbitration earned her a spot on Legal 500 EMEA **"The Arbitration Powerlist: Middle East."**

The team's collective efforts fuel the organization's success. United by a shared vision, mutual respect, and an unwavering readiness to assist, they stand as a testament to the firm's remarkable journey. In conclusion, the company's story is a testament to the power of innovation, dedication, and authenticity. Sarah Malik's leadership, coupled with her commitment to excellence and integrity, has assisted SOL to be where it is at today.





## THE NEED FOR LAWYERS

**T**he need for lawyers arises either for preventative or reactive measures. Often, startups and small businesses do not invest in and spend on legal protection, understandably because they have more pressing needs. However, those who do spend some time and money ensuring they are protected and compliant save themselves a lot of expense and time further down the line.

As businesses grow, lawyers are well-placed to assist and advise on the roadmap of growth and provide strategic advice about the management of resources and the handling of internal and external stakeholders. As an example, I have dealt with the fallout of one of the biggest businesses within the UAE simply because they grew expeditiously and did not have the correct structure in place to grow their personnel and their policies and procedures at the same rate as the business. When that happens, there is a necessary imbalance between the growth and vision of the business and the infrastructure in place.

Lawyers provide a level of protection to ensure that the infrastructure and the foundation grow with the business at a rate that matches the growth of the business. When businesses are fully established or want to take over another business, lawyers ensure that the businesses do not fall foul of laws or regulations and also ensure that things are done correctly, both in terms of the business and the individuals in the business. Lawyers are also trained to assimilate large amounts of information, cut to the main issue, and be able to draft contracts or provide advice that ultimately protects the business and provides the solution that the business requires in an easily readable and enforceable format.

Often, small businesses will have the presence of a lawyer because it adds credibility when they are negotiating with external stakeholders or third parties if they can show they have legal counsel. As an example, I act as an external Counsel for several companies and appear on their website, which adds credibility to the business and shows that they do have legal advice at hand. Ultimately, lawyers are there to play an active role and not simply to react when matters go wrong. If the business engages lawyers at the right time, good lawyers will proactively prevent and contain matters from escalating to protect the business interests and, in turn, ensure the business can do what it does best. Lawyers are specifically trained to consider all scenarios and options to ensure the business or client can ultimately make a properly informed choice, knowing all the potential risks and consequences of any particular action.



**DR. Stephen Akintayo**  
CEO/MD Of Gtext Global

**Dr. Stephen Akintayo** stands as a shining exemplar of transcending adversity and driving transformative change. Widely recognized as Africa's most sought-after investment coach, he is the esteemed **CEO/MD of Gtext Global**, an organization that has grown from humble beginnings to a multi-million-dollar conglomerate, making waves across multiple industries.

Born in the Gonge area of Maiduguri, Borno State, Nigeria, and his journey began amidst stark economic challenges. Stephen's early life experiences fueled his passion for philanthropy. His upbringing, marked by economic hardship and perseverance, laid the foundation for his enduring commitment to eradicating poverty and uplifting those in need.

His path was far from conventional. Growing up without without electricity in a forested region, he was driven by an unyielding spirit to excel against all odds.

He transformed his educational setbacks into stepping stones, eventually immersing himself in the world of business through various ventures, including food supplements and e-books. His early experiences catalyzed his unrelenting dedication to success.

Stephen's commitment to his mother's unwavering support fueled his determination to make a meaningful impact. He embarked on an entrepreneurial journey at the age of 17, driven by a desire to provide for his family and elevate his community. His mother's passing marked a turning point, igniting his dedication to empowering others through his entrepreneurial prowess.

**“The day you start giving is the day you start living, the day you stop giving is the day you start dying. Give daily to live daily”.  
Give Joy, Give counsel, and Give Smiles,  
Give Food and Give Business Ideas to  
change the world”.**

His pursuit of knowledge led him to Olabisi Onabanjo University, where he obtained his degree in Microbiology. However, his thirst for growth knew no bounds. He further honed his skills at Harvard University, gaining essential management insights for emerging leaders. Additionally, his training with **The Coaching Academy** in the UK equipped him with valuable coaching skills, further enhancing his ability to inspire and lead.

Guided by his enduring belief in the transformative power of giving, he founded the **Infinity Foundation** and the **Stephen Akintayo Foundation**. These impact-ful organizations extend support to vulnerable children, orphans, and budding entrepreneurs. Through these foundations, his dedication to making a positive impact on society is realized through initiatives like grants, relief materials, and mentor-ship programs. The foundation has assisted over 2,000 orphans and vulnerable children. It has also partnered with over 25 orphanage homes in the country. An arm of the foundation, Infinity Foundation cared for victims of Boko Haram attacks in the north-eastern part of Nigeria.

The Stephen Akintayo Foundation focuses on the donation of relief materials, food and financial grants

for school children and business persons. It offered grants of 10,000,000 naira to 20 entrepreneurs in 2015. It has since then, expanded its reach nationwide in this regard. Projects like Upgrade Conference (Upgrade Summit) and lots of others are funnels that have been used to empower people.

His entrepreneurial journey has led him to helm **Gtext Global**, a conglomerate with diverse subsidiaries spanning real estate, consulting, e-commerce, and education. **Gtext Homes, Stephen Akintayo Consulting, and Ginido LLC** are just a few of the thriving arms of his enterprise.

Stephen's accomplishments extend to the realm of literature and media. With 35 published books to his name, including titles such as **"Survival Instincts"** and **"Maximizing Your Real Estate Investment"**, he continues to share valuable insights with the world. His media presence is equally impact-ful, evident through his television show **"Investment Chatin a Rolls Royce with Dr. Stephen Akintayo"**, which merges luxury, entertainment, and investment wisdom.

Stephen Akintayo's vision for a business revolution is anchored in empowering young Nigerians to unleash their entrepreneurial potential. His mentor-ship platform, extending to personal and corporate development, reflects his belief in the transformative capacity of entrepreneurship.

Dr. Stephen Akintayo's journey from adversity to achievement serves as an inspiring narrative of resilience, innovation, and philanthropy. As he continues to uplift lives and champion change, his legacy embodies the power of vision, determination, and a relentless commitment to making the world a better place.

**“The optimal approach to life is to fulfill responsibilities and obligations, irrespective of personal, desires, or convenience. Just as you milk a cow when it needs to be milked, not when you feel like it”.**

**-Ogunsanwo Omolara**





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## BALANCING WORK AND PERSONAL LIFE TO MANAGE YOUR WELL-BEING

Maintaining a healthy work-life balance has always been a prominent concern among entrepreneurs. How then do you balance your employment with other important facets of your life, such as your family, health, and other obligations? As an entrepreneur, do you have any specific strategies?

A poor work-life balance can result in burnout, overwork, ignoring personal obligations, and poor self-care. However, things do not have to be that way. You can regulate your work life and attain a better balance by putting some easy and doable actions into practice.

First and foremost, it is crucial to establish wholesome work habits. Understanding what a good work-life balance means to you and the significance of attaining it are essential. It takes roughly 2 to 3 months to form a new habit. Start by gradually implementing these adjustments into your regular routine. A great place to start is with efficient time management. Before starting other activities for the day, order your most critical activities. You will have more control over your everyday tasks and be able to concentrate on the things that are really important.

Another important factor to take into account is outsourcing. You cannot be the boss and the employee at the same time if you are the company's leader. Surround oneself with competent supervisors and helpers who can aid in effectively and efficiently managing work. This will reduce your workload and hasten the completion of numerous tasks.

Moreover, Make sure that you feel fulfilled by your business. Many business owners lose their way in industries that are not in line with their actual passions, which prevents them from expressing themselves uniquely in the cutthroat business world. To be innovative and to be able to perceive prospects for growth and success, attach your business to a personal purpose.

Above all, focus on developing good work habits, take into account outsourcing jobs, and make sure your work is in line with your actual purpose if you want to achieve the right balance between work and personal life. By following these priorities, you can attain the harmony and fulfillment you seek in your professional and personal lives.



**Oluwabukola R. Jegede**  
Founder of The Giant Creative Brand

Since childhood, **Oluwabukola R. Jegede** has harbored ambitions that spanned beyond brand and corporate design. Growing up, like many of us, she envisioned careers in banking, law, medicine, or nursing. However, her life's trajectory took an unexpected yet fulfilling turn.

At a tender age, technology piqued her interest. At just 7 years old, she was already proficient in using desktop computers for office tasks such as typing letters and creating spreadsheets. As the years went by, her skills evolved. From basic secretarial work, she graduated to designing stickers for gifts, event invitations, and letterheads for local businesses.

Her transformative journey continued at The University of Ilorin. There, she encountered a student association program's design that she felt could be improved. Despite not possessing a laptop, her confidence in her skills emboldened her to speak up. Skepticism and doubting whispers surrounded her

proposal. Female designers were rare at the time, which added another layer of challenge. Undaunted, she borrowed a laptop, and within an hour, she had revamped the design to the amazement of all.

News of her prowess spread, leading to design projects for her department, both among students and faculty. Bolstered by her growing reputation, she embarked on a mission to create a distinctive identity for herself. This led to the birth of **Olori.ng**, where she initially designed logos for small businesses. Yet she soon discovered her true passion: brand and corporate design.

Bukola's path was paved by consistent practice and unyielding determination. She would borrow laptops, honing her skills and crafting her identity. Challenges became stepping stones, propelling her towards excellence.

Her motivation was unwavering self-belief and profound faith in her future within the creative industry. Encouragement from family, friends, and her inner circle further fueled her drive. Awards, certificates, and recognition came her way—both within her academic realm and in the broader creative industry—as a testament to her tireless work, optimism, and determination to shape her own destiny and impact future generations.

By her third year of college, she had cultivated her personal brand, Olori.ng, as a brand and corporate designer. Yet, increasing clients and demand prompted her to form a team and re-brand as '**Tiny Creatives**'. The name "Tiny" symbolized simplicity and minimalism, qualities dear to her heart.

Amid the pandemic's lockdown in April 2020, she unveiled Tiny Creatives. Launching a business during such times was unconventional, but it proved successful. The pandemic forced many brands to migrate to digital platforms, aligning perfectly with her digital-focused approach.

Upon reaching the two-year mark, Tiny Creatives transformed into '**The Giant Creative**'. The name change reflected a bold step towards greatness and progress. The transformation marked not just a change in title but a commitment to growth and advancement.

From this transformation sprang a constellation of other brands under The Giant Creative umbrella: The Giant Academy, The Giants Magazine, and The Giant Tribe. Her vision transcended mere work and compensation; it encompassed leaving impact-ful imprints.

The mission remains clear each day: **make a lasting impact, elevate the creative industry, and bridge gaps wherever possible.** Through this journey, she has learned valuable lessons in leadership, teamwork, and client relations.

Oluwabukola R. Jegede's path has been one of peaks and valleys, yet her resilience and determination have left an indelible mark, shaping her journey as she leaves giant imprints.

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## | ENTREPRENEURSHIP TOOLS AND IDEAS



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# Designing for Sustainability: Creating Environmentally Conscious Products

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Product designers are essential in today's society, where environmental issues are expanding at an alarming rate. They help to create a positive environmental impact. Sustainability-conscious design is a duty that designers must accept, not just a fashion trend. Designers may aid in resource conservation, waste reduction, and environmental protection by producing items that are environmentally friendly.

Here are some crucial details emphasizing how product designers contribute to having a beneficial environmental impact:

- Being aware of environmental issues:** Product designers need to be well aware of the environmental issues that exist today. This involves becoming aware of problems like pollution, resource depletion, and climate change. Designers might find chances to change the world through their work by being informed.

- Coming up with Sustainable Product Concepts:** Designers can come up with creative ideas that tackle environmental problems. This entails taking into account variables including material choice, energy efficiency, and recyclables. Designers can contribute to lowering the negative environmental effects of consumer goods by providing sustainable alternatives to conventional products.

- Implementing Design Strategies:** Designers can incorporate sustainable design strategies into their workflow. This may involve using life cycle assessments to evaluate the environmental impact of a product from raw material extraction to disposal. By applying strategies like modular design, designing for disassembly, and optimizing, designers can maximize resources efficiency and minimize waste.

- Collaboration with Stakeholders:** Designers should collaborate with various stakeholders, including manufacturers, suppliers, and consumers, to ensure the adoption of sustainable practices throughout the product life cycle. This collaboration can lead to the creation of closed-loop systems where products are

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## START UP STORIES

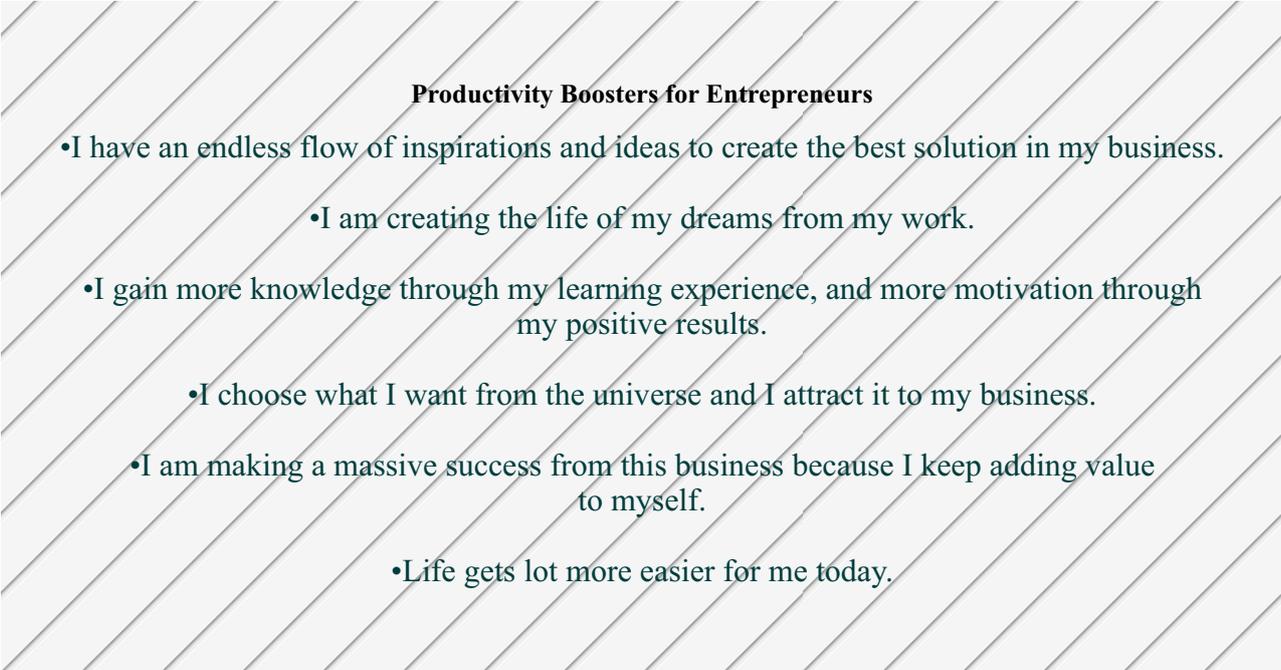
designed for multiple uses, repair-ability, and end-of-life recycling.

•**Promoting Consumer Awareness:** Designers have the power to influence consumer behavior and raise awareness about Sustainability. By designing products that are visually appealing, functional, and sustainable, designers can help shift consumer preferences toward eco-friendly choices. Additionally, designers can communicate the environmental benefits of their products through educational materials and marketing campaigns.

•**Embracing Circular Economy Principles:** Designers can contribute to the transition from a linear economy (take, make, and dispose of) to a circular economy (reduce, reuse, and recycle). By designing products with durability in mind enabling repair-ability, and promoting the use of recycled materials, designers can help close the resource loop and reduce waste generation.

•**Continuous Learning and Improvement:** Designers should continuously educate themselves on emerging sustainable design practices, materials, and technologies. By staying up-to-date with the latest developments, designers can push the boundaries of environmentally conscious design and inspire others in the industry to follow suit.

Designing for sustainability is a multifaceted challenge, but one that holds immense potential for positive change. Product designers, with their creativity and problem-solving skills, can make a significant difference in driving environmental impact. By embracing sustainability as a guiding principle, designers can create products that not only serve their intended purpose but also contribute to a healthier and more sustainable future.



### Productivity Boosters for Entrepreneurs

- I have an endless flow of inspirations and ideas to create the best solution in my business.
- I am creating the life of my dreams from my work.
- I gain more knowledge through my learning experience, and more motivation through my positive results.
- I choose what I want from the universe and I attract it to my business.
- I am making a massive success from this business because I keep adding value to myself.
- Life gets lot more easier for me today.



### Maeghan Jones

Real Estate Associate Broker and an accomplished Content Creator

**Maeghan Jones** is a remarkable individual whose journey has seamlessly intertwined the roles of a proficient **Real Estate Associate Broker** and an accomplished **Content Creator**. Her innate authenticity, coupled with a resolute determination, serves as the defining essence of her character.

Driven by a fervent ambition, her primary aspiration extends beyond personal success; she aims to uplift and motivate others by skillfully translating her passions into lucrative ventures. Holding a degree in Communication from KSU, she embarked on a journey of continuous self-improvement, obtaining both salesperson and broker licenses in the real estate domain through dedicated educational pursuits.

Her unwavering dedication is evident as she navigates and excels in these diverse domains, deriving profound satisfaction from each facet of her work. Her immersion into real estate was sparked by the profound personal experience of purchasing her own home, a milestone that ignited her passion to guide others through their own real estate journeys. This pivotal juncture prompted her transition from a dissatisfying profession to her true calling within the

real estate sphere.

For Maeghan, true expertise is anchored in tangible experience. Having personally engaged in real estate transactions and property investments and having a relentless commitment to ongoing learning, she epitomizes the embodiment of a seasoned professional. However, her true zeal lies in facilitating the seamless progression of others through their unique real estate undertakings.

She adeptly assumes the role of a guiding presence during home tours, a task that necessitates adeptly managing diverse client needs and expectations in the absence of explicit deadlines or when multiple stakeholders are involved. Her unwavering commitment to her clientele, coupled with her wholehearted devotion to the field, significantly underscores her prowess as a real estate authority.

While the intricacies of maintaining emotional detachment from complex decisions pose a perpetual challenge, her candid acknowledgement of her emotional disposition reflects her dedication to mastering this delicate equilibrium.

With an impressive track record of consistently brokering 25 or more home sales annually, she takes immense pride in cultivating enduring relationships with first-time home-buyers who entrust her with their evolving real estate aspirations.

Beyond mere property transactions, her career resonates with the profound role she and her colleagues play in shaping pivotal life choices. Their collective efforts not only foster sound investments and wealth creation but also transform aspirational real estate dreams into tangible realities.

However, amid her numerous achievements, Maeghan's most cherished accomplishment rests in her role as a mother. She gracefully navigates the demanding terrain of entrepreneurship, transcending both real estate and content creation, serving as a testament to resilience, unwavering commitment to her aspirations, and the transformation of vision into resounding achievement.

**Melody Chidiebere Gabriel** is a true talent, a Contemporary Gospel and Inspirational Artist, Songwriter, Actor, and Entrepreneur. Her journey in music started 16 years ago, all because of her deep love for melodies from a young age. She started singing at age 4 and crafting her own song at age 12. As the years passed, she fine-tuned her skills and eventually turned her passion into her everyday work.

Originating from Delta State, Nigeria, and growing up in Benin City, she later graduated with a degree in International Relations from the University of Benin. Her path took an exciting turn when she participated in several TV reality shows across Africa, gaining valuable insights into the music industry. Notably, in 2014, she embraced music fully after participating in **Project Fame West Africa**.

Since then, Melody has released multiple singles, videos, and covers, with a growing repertoire of over 30 songs. Alongside her music journey, Melody has lent her voice to political campaigns and radio advertisements for well-known brands.

Collaborating with industry icons like Onyeka Nwenu, 2face Idibia, and Master Kraft, Wole Oni, Nosa, Emmanuel Akapko, Melody's musical pursuits have been intertwined with various opportunities. She even took on roles beyond singing, such as being the Floor Manager for Basket Mouth's "Lord Of The Ribs 2019" event.

Facing challenges along the way, Melody has maintained a strong mindset and an unwavering belief in self-improvement. Her music, including her EP, "**INTENTIONAL**" aims to share a message of hope and joy with diverse genres to engage listeners.

Reflecting on her journey, Melody embraces continuous growth and plans to evolve as a performer while staying true to her unique style. Her story is one of perseverance, creativity, and the power of music to connect and inspire.



**Melody Chidiebere Gabriel**

Singer, Songwriter, Actor, and Entrepreneur



 **Emmanuel Brendan**  
Artist

**Emmanuel Chinonso Brendan**, an artist and educator whose journey is a testament to his unwavering commitment to creativity. He hails from Delta State, and is a graduate of the University of Benin, where he earned both a Bachelor's and a Master's degree in Fine and Applied Art. Currently pursuing his doctorate, he embodies a lifelong dedication to learning. He is also a Full-time Studio Artist and a Lecturer at the University of Benin, specializing in painting, sculpture, illustration, and creative writing.

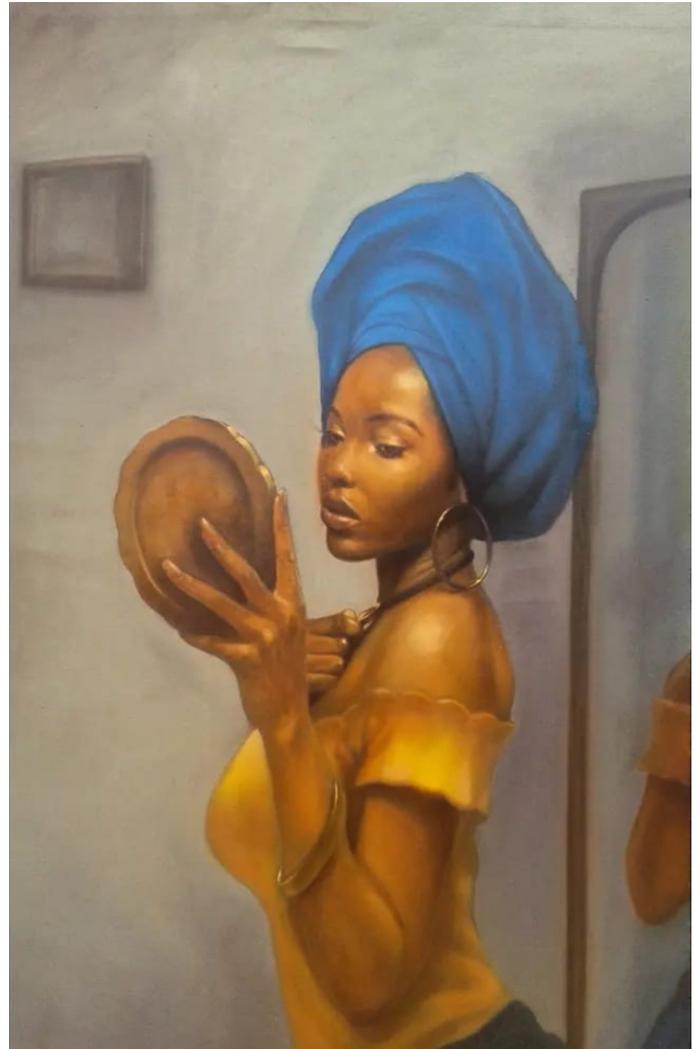
His journey into art began with a childhood fascination for drawing, which gradually evolved into a full-fledged passion. Supported by his mother's encouragement, he honed his skills under the guidance of experienced artists, Mr. Emmanuel Dudu and Mr. Stanley Dudu. This journey led him to his academic pursuit in Fine Art.

His creative process involves meticulous planning, research, and spontaneous inspiration. His ideas form the foundations of his creations, with sketches and journals serving as initial steps. This process has evolved, marked by experimental curiosity and an unceasing quest for mastery.

An effective artist, according to him, embodies qualities such as discipline, dedication, integrity, and a relentless pursuit of improvement. One of the most challenging aspects of his artistic is pricing and marketing his work appropriately.

For Emmanuel, the connection between his art and identity is profound. Creating art is a therapeutic

outlet that allows him to express himself fully. Art continues to play a pivotal role in his life, serving as a therapeutic escape and a powerful antidote to negative emotions.



He sees artists making a difference in the world by challenging societal perceptions and gaining recognition as respected professionals.

Emmanuel Chinonso Brendan's story is one of resilience, growth, and a profound connection to the world of art. His journey serves as an inspiration to aspiring artists and a testament to the transformative power of creativity.





**Chinelo Okoye**  
Founder of Crena

**Chinelo Okoye** is a name synonymous with creativity, innovation, and entrepreneurial acumen. She has emerged as a multi-talented professional with a remarkable journey that spans diverse industries and artistic realms.

Her journey into the world of creativity began at a tender age, when her passion for the arts ignited a lifelong commitment to pushing boundaries and redefining norms. Her unique blend of roles as a Lifestyle, Tourism, and Hospitality Brand Specialist, UGC Creator, Product Packaging Designer, and Digital Nomad speaks volumes about her versatility and determination to excel in every endeavor she undertakes.

As the **Founder of Crena**, she is leading the development of an AI- powered **Success Suite** for Freelancers and Creatives. This groundbreaking system is set to revolutionize the gig economy providing comprehensive resources, e-learning,

personalized support, and innovative tools to empower freelancers and creatives, particularly within the African market.

Her integrated platform, featuring a lead generation automation system, CRM, and payment gateway, is designed to streamline the freelancing process, allowing creatives to focus on what they do best: **Quality Education, Reduced Inequalities, and Economic Growth.**

Chinelo brings a fresh perspective to the world of branding, infusing simplicity with sophistication. Currently, she owns a creative branding agency **Novvarr**, where she leads a team of other creative professionals to help brands ace their branding and marketing goals. She believes in the power of collaboration and leading talented creatives in marketing through cutting-edge branding.

Her achievements are as diverse as her talents. From penning her first book at the tender age of 10 to influencing international brands, training over 100 students on personal branding, and Tiba recognition award as the entrepreneur of the year.

Chinelo Okoye's journey embodies the essence of turning creativity into a thriving career. Her commitment to authenticity, innovation, and continuous growth serves as an inspiration to aspiring entrepreneurs and artists alike. With her unique ability to merge simplicity with the enigmatic, she has undoubtedly left an indelible mark on the worlds of branding, design, and entrepreneurship.

**Affirmation to help you gain Clarity and Precision in business**

- I trust myself to make sound decisions guided by my inner wisdom.
- Clarity flows to me effortlessly, bringing understanding and deep insight.

## Understanding the Power of Motivation in Business

Motivation is the fuel that drives individuals and organizations towards their goals. It is an inner force that compels us to take action and strive for success. In business, motivation plays a crucial role in both individual and organizational performance. As a digital nomad, I have seen firsthand how motivation can propel me to explore new opportunities. Learn new skills and adapt to different environments.

In my work as a brand strategist, I have seen countless examples of how motivation can either make or break a business. When employees are motivated, they are more likely to be productive, creative, and loyal to the company. On the other hand, a lack of motivation can lead to disengagement, high employee turnover, and ultimately, business failure.

### Personal Experiences with Motivation

I remember when I first started my career as a brand specialist. I was filled with passion, curiosity, and an eagerness to learn. This motivation drove me to constantly improve my skills and contribute to the success of the brands I worked with. One of the most memorable projects I worked on was re-branding a local hotel. The owners were struggling to attract guests, and the establishment was on the verge of closing its doors.

I was determined to turn things around for them. The motivation came from my passion for hospitality, my empathy for the owners, and my desire to make a difference in their lives. As I delved into the project, I realized that the hotel had immense potential but needed a fresh, innovative approach. Through research, collaboration, and sheer determination, we managed to re-brand the hotel, create a unique identity, and eventually drive a significant increase in bookings. This experience taught me the power of motivation and how it can push us to achieve seemingly impossible feats.



### Motivation in the Workplace

As an entrepreneur, I understand that motivation is not a one-size-fits-all concept. Each individual has different motivators, and as a leader, it is crucial to identify and harness these motivators to drive success. There are two primary types of motivation:

•**Intrinsic Motivation:** This type of motivation comes from within and is driven by personal satisfaction, growth, and a sense of accomplishment. To foster intrinsic motivation in your team, create an environment where employees feel valued, empowered, and engaged. Offer opportunities for personal and professional growth, encourage open communication, and recognize their achievements.

•**Extrinsic Motivation:** Extrinsic motivation is driven by external factors such as rewards, recognition, and job security. While extrinsic motivators can be effective in the short term, it is crucial to strike a balance between intrinsic and extrinsic motivation to ensure long-term employee satisfaction and commitment. Offer competitive compensation, recognition programs, and other incentives, but remember that these should complement, not overshadow, intrinsic motivators.

### The Power of Motivation in Business Growth

A motivated workforce is a powerful force for driving business growth. When employees are motivated, they are more likely to be innovative, efficient, and dedicated to the company's vision. As an entrepreneur, it is essential to foster a culture of motivation and recognize that it is a continuous process, not a one-time initiative.



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## PURPOSE-DRIVEN BUSINESS: HOW ALIGNING WITH A MEANINGFUL MISSION CAN DRIVE SUCCESS

Statistically, a staggering 80% of businesses in Africa cease operations within a mere five years of their establishment. While this fact may cast a somber shadow, it doesn't have to determine your business's destiny. A straightforward and proven approach exists to significantly enhance your odds of success, and that is to align your business with a purposeful mission.

A purposeful mission is deeply rooted in your core values and leaves a positive imprint on society or the environment. When your business is steered by such a mission, it evolves beyond being a mere profit-generating entity; it transforms into a conduit for creating a meaningful impact in the world.

Here are three compelling advantages to aligning your business with a purposeful mission:

- Distinguishing from the Competition:** In today's densely populated marketplace, setting yourself apart is more crucial than ever. A purposeful mission can accomplish precisely that. It equips you with a unique selling proposition that attracts customers seeking more than just a product or service.

- Establishing Customer Connections:** People tend to patronize businesses they believe in. A purposeful mission provides your customers with a reason to genuinely care about your enterprise. They are more inclined to engage with your products or services and refer you to their networks.

- Building Trust:** Trust forms the cornerstone of any fruitful business relationship. Committing to a purposeful mission and consistently following through on it helps forge an authentic reputation. This, in turn, garners the trust of your customers, employees, and partners.

Here's an additional benefit:

- Longevity:** When challenges loom, your mission serves as a guiding light that keeps everyone focused on the bigger picture. This resilience can empower your business to not only endure, but thrive in adversity.

If you're uncertain about how to align your business with a purposeful mission, consider the following tips:

**Define Your Core Values:** Reflect on essential questions:

- What holds the utmost significance to you?

- What are your fundamental beliefs?

- How can your business contribute positively to society or the environment?

- What issues can your business address?

- What needs can your business fulfill?

Once you have a crystal-clear understanding of your core values and the impact you aspire to make, craft a succinct, memorable, and inspiring mission statement.

•**Live Your Mission Statement Daily:** Ensure that every business decision revolves around your mission.

•**Communicate Your Mission:** Share your mission with your employees, customers, and partners. Let them comprehend what defines your business and the rationale behind your actions.

Aligning your business with a purposeful mission may not always be straightforward, but the rewards it offers are unequivocally worthwhile.

Remember: To construct a more prosperous and sustainable business, think in terms of mission.

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# Entrepreneurship Inspiration: Entrepreneurship, Finance, Growth and Competitiveness



**Dr. Chekwube Hope Ifeadi**

Founder of Realtors Forum Abuja, Co-Founder  
of Solicitors and Hope Integrated Services

**M**y childhood experiences of using crayons to draw and paint houses provided me with inspiration. I had a strong interest in creating designs and structures, and we were attempting to solve the problem of the difficulty in acquiring authentic properties in Abuja. Tony Robbins stated that the activities you derive the most pleasure from are the ones you will engage in the most frequently. Launching a business with no pre-existing foundation

is an extremely daunting endeavour.

In 2011, we were deceived and lost our hard-earned money after purchasing a fake piece of land in the Kwali area of Abuja. It was later discovered that the entire transaction was a scam, and the land did not actually exist. We ended up losing a substantial amount of money. This made me start thinking about ways to reduce these situations and prevent other clients from being affected. I spent a lot of time pondering, and out of nowhere, a thought popped into my head. That's when I came up with the idea to create a WhatsApp platform for real estate key players and investors called **REALTORS FORUM ABUJA**, which exists today.

My concept for developing the internet platform was to gather all realtors/agents and property owners who are selling properties in Abuja at a single location, enabling us to interact and share ideas. Once again, there is a strong desire for every resident of Abuja to possess a property of their own. Only when one has their own home in Abuja can they truly be considered as "living in Abuja," in contrast to those who are still renting and merely "staying in Abuja."

Additionally, there is a platform available where investors can participate in the purchase or sale of

legitimate properties that have undergone verification, ensuring no one falls victim to fraudulent activities and loses their money.

I initiated the platform by gathering a small group of 10 individuals who were mainly my close friends and family members. At first, I felt extremely discouraged by the small number of participants and contemplated giving up.

However, I persisted and continued to communicate with individuals and shared the invitation link with a group of people. The numerical values began to rise. I had another thought-why not verify these realtors on the platform?

Furthermore, you can also include buyers/investors in the group, which is exactly what I did. As soon as the verification process began, we discovered certain deceitful aspects and eliminated them, leaving only those who were prepared for business. Currently, our platform has exceeded 1000 members and the number continue to grow.

Ultimately, keep in mind that perseverance is the crucial element for achieving success. This will assist in preventing typical mistakes and also determining which choice will have an effect on the company's survival and on-going operation. Having the knowledge of budgeting and wisely managing financial resources is essential for the success of a business in both immediate and long-term endeavors.

## **ENTREPRENEURSHIP QUALITIES: INSPIRATION, FINANCE, GROWTH, AND COMPETITIVENESS**

Entrepreneurship has its origins in the 20th century, attributed to Joseph Alois Schumpeter, an economist from Australia. He is considered the pioneer of entrepreneurship because of his ground breaking ideas on business cycles and the growth of capitalist economies. The early beginnings of entrepreneurship in Nigeria can be traced back to the time of colonial rule, when the foreign rulers introduced various goods to the local population and employed them as intermediaries in the sale of these products. In simple terms, entrepreneurship can be described as the action of being an entrepreneur. An entrepreneur refers to an individual or a group of people who establish and financially support various business ventures with the primary goal of generating profits.

Additionally, they aim to address specific societal issues through the services they offer. Entrepreneurship involves the capacity of an individual to pursue their aspirations, interests, or passions and turn them into a profession. There are numerous individuals globally, such as Mark Zuckerberg, Bill Gates, and Steve Jobs, who are entrepreneur. One common trait they share is their ability to offer distinctive, innovative and ground breaking products and services.

Every aspiring entrepreneur should have certain qualities that enable them to turn their dreams into innovative ideas and bring them to life. The attributes of an entrepreneur consist of belief in oneself, determination, willingness to take risks, ability to guide others, forward thinking, and inventive thinking. Typically, a start-up

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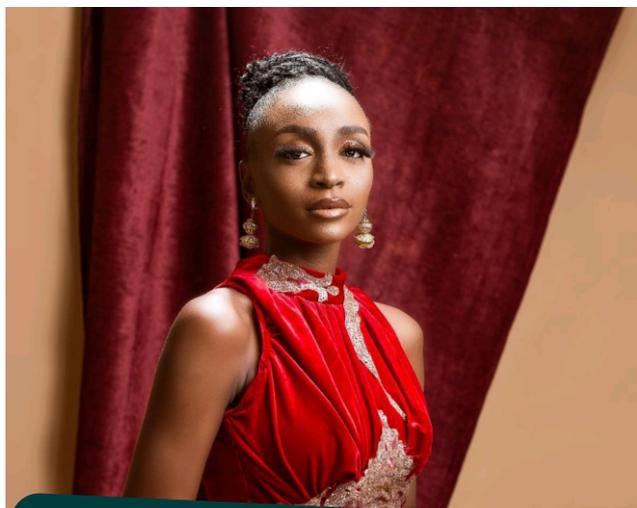
## START UP STORIES

venture is established by an individual with entrepreneurial aspirations. Securing financial support is a crucial factor for entrepreneurs. Finance is crucial component of the entrepreneurial process. In order to thrive as an entrepreneur, it is crucial to possess a feasible financial plan and knowledge of acquiring funding to meet the demands of your business. Entrepreneurial finance is the act of obtaining funds and making financial choices for a novel business or start-ups. Various means of accessing finances include using one's own savings, seeking assistance from family and friends, acquiring small business loans, utilizing crowd funding platforms, attracting institutional investors, and obtaining equity financing.

Many well-known brands that we are familiar with today started out in a modest manner. A few large supermarket chains originated from small kiosks. Achieving success is not always a straightforward journey. Competitiveness is a vital component of entrepreneurship that ultimately drives the generation of creative ideas and innovations within firms or companies. The Organization for Economic Cooperation and Development (1996) provides a definition for competitiveness, stating that it refers to the ability of a country to produce goods and services at a level that can meet global market demands under free market conditions. Additionally, it aims to simultaneously improve the long-term income of its citizens. Cucknovic and Bartlett (2007) argue that advocating for entrepreneurship is a crucial element of a strategy aimed at enhancing competitiveness. To achieve success in any business, it is crucial for an entrepreneur to have proficient financial abilities.

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## START UP STORIES



**Muji Bekomson**  
Founder of iLive Digital Health

Muji Bekomson's journey is one self-discovery, pushing boundaries, and redefining possibilities. As the mind behind **iLIVE Digital Health**, a groundbreaking platform supporting those with chronic illnesses and mental health conditions, she is on a mission to transform lives while experiencing her own growth.

Having faced startup challenges, she learned to overcome limitations and ignore fears. Recognition, as **She Leads Africa's 2023 Top Rising Motherland Moguls**, provided validation to keep moving forward and unlocking potential. Through iLIVE Digital Health, Muji aims to change how people access support, resources, and guidance. The platform serves as a beacon of hope, offering a comprehensive toolkit for empowerment.

In 2023, she launched the **Early Diagnosis Network** to unite professionals and advocates for timely diagnosis. Early detection's role in successful treatment drives this network, connecting healthcare pros, advocates, and individuals for change that saves lives.

Her passion for empowering women, especially women of color, fuels change and breaks barriers. Empowering women is not just a noble aspiration; it is a vital step toward a more inclusive society. Her work equips women of color with tools, resources, and opportunities to thrive, creating a cycle of progress.

By using storytelling, advocacy, and connections, Muji continues to use her voice and platforms to shed light on important issues and drive global change.



**Nana Lynn**  
LinkedIn Coach

**“Don’t settle for average, you are born to do things excellently and be the best version of yourself.”**

**Nana Lynn is a LinkedIn Optimization Coach**, having trained more than 1000 individuals in optimizing their profiles and grow for maximum visibility on LinkedIn. As a committed coach, she helps individuals and businesses achieve a professional and impactful online presence.

**Lynn is a Young Leader and an African with a Solution**, she has developed a deep passion for leadership which rose from the desire to make a positive impact, lead change, help others succeed, solve problems and continuously grow. She was selected for the Okwelians Fellowship for Young Cameroonian Leaders and she is currently a member of the Okwelians, an organization whose mission is to build a community of ethical and responsible leaders committed to promote social innovation through leadership.

What really inspired her to start her coaching journey and founding the LinkedIn Accelerator Program was the recognition of a significant problem in the professional world: the gap between traditional education and the real-world skills needed for success. She observed that many individuals struggled to navigate the complexities of the job market, build their personal brands, and effectively network.

The problem she aimed to solve was the lack of accessible, practical, and hands-on guidance in using LinkedIn as a powerful tool for career development. By creating the LinkedIn Accelerator Program, she sought to bridge this gap, offering a structured curriculum that empowers individuals to harness the full potential of LinkedIn. The program addresses issues such as job search, personal branding, networking, and professional development, with the goal of helping participants stand out in today's competitive world.

Lynn is one passionate smart young lady that desires to see an influential Africa through the principles of the kingdom, wealth, and purpose. She will devote her time, energy, knowledge and network to see that dream come true.



**Yetunde Oyeleye**  
Personal Brand and Content Strategist

In February 2022, Yetunde Oyeleye, a determined and ambitious female entrepreneur became intentional about her journey on LinkedIn. She started with a burning desire to create something meaningful and a lot to learn. Little did she know that her path would lead her to become a personal brand and content strategist. She began by seeking guidance from a mentor on LinkedIn, an experienced entrepreneur who taught her about writing and creating content. She quickly realized that in the competitive digital space, she needed to learn a lot. Learning and improving her skills became the foundation of her journey.

The journey was not easy. Many talented people already offered content services, and she needed to stand out. To do that, she focused on providing valuable insights, building her personal brand, and forming meaningful relationships. Patience, resilience, and consistency were her guiding

principles during tough times.

To succeed in today's fast-changing environment, she knew that continuous learning was essential. Trends come and go, rules change, and people's likes can shift. Staying updated and being open to new opportunities allowed her to adapt and remain relevant. She understood that entrepreneurship is a journey of growth.

Realizing the need to change, she re-branded herself as a personal brand and content strategist. She knew that valuable content was important, but so was having a strategic approach. She encourages new entrepreneurs to be open to change because it can lead to growth and new opportunities.

**“ENTREPRENEURSHIP IS NOT A DESTINATION, IT IS THE ADVENTURE OF A LIFETIME.”**

Looking back on her journey, she knows that entrepreneurship isn't just about reaching a destination; it's an ongoing adventure with challenges and successes. Embracing challenges, patience, and staying strong were essential to her success. She learned that the entrepreneurial spirit is about constantly evolving.

For new entrepreneurs, her advice is simple: Start with a single step. Learn and improve your skills, offer value, and build a solid personal brand. Building relationships is crucial because you can't do everything on your own. Stay curious, be adaptable, and don't be afraid to change. Most importantly, enjoy the journey because that's where you'll discover your true entrepreneurial spirit. Finally, remember that entrepreneurship is not a destination but a lifelong adventure.

**Powerful Affirmations to help you gain Focus and Boost Productivity**

- I am in control of my time and prioritize tasks that align with my long-term vision and objectives.
- I am fully present and focused on my tasks, effortlessly channeling my energy toward achieving my goals.



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## START UP STORIES

**Linda Ngo is an Entrepreneur, Philanthropist, Actress, Author, Model, and Motivational Speaker.** As the **CEO and Founder of Ngo Limit Inc.**, Linda Ngo stands as a dynamic force in the world of serial entrepreneurship, consistently surpassing perceived limits.

She is a remarkable individual who has made an indelible mark on the worlds of entrepreneurship, philanthropy, acting, literature, modeling, and motivational speaking. She stands as a powerhouse in her own right, serving as both the CEO and Founder of Ngo Limit Inc., an emblem of her boundless capabilities in the realm of serial entrepreneurship.

Her career journey is a tapestry of diverse experiences, ranging from International Affairs, Small Business Ownership, Retail Management, Real Estate, Fashion, Entertainment, Talent Development, organizational Speaking, and Non-profits to Published Authorship. Her unique perspective, molded by the crucible of life's challenges, has not only captured the attention of dignitaries and Fortune 500 companies but has also inspired diverse audiences worldwide.

Behind the accolades and achievements lies a life story marked by adversity, including experiences of abuse and domestic violence, a tumultuous parentless upbringing, and the formidable responsibility of single motherhood to three boys. Yet Linda's life journey has been a master-class in the transformation of adversity into a potent catalyst for change.

She possesses a singular gift: the ability to convey her profound insights with unparalleled approachability and readability. Her words resonate deeply, fostering encouragement, motivation, and inspiration in all fortunate enough to hear her speak. She has graced numerous stages as a Keynote Speaker, leaving an indelible mark on events spanning Asian Heritage Month, Mindset, Leadership, and Entrepreneurship. Her engaging presentations have left an indelible mark on platforms such as Microsoft and Walmart's team-building programs, Community Empowerment gatherings, women's Empowerment initiatives, and Diversity, Equity, Inclusion, and Belonging events.

At the heart of her current endeavors is a laser-focused commitment. She is working tirelessly to create her own Television Talk show and podcast series, embarking on



**Linda Ngo**

Entrepreneur, Philanthropist, Actress, Author  
Model, and Motivational Speaker

nationwide journeys to facilitate Positive Change through her Motivational Addresses and activist engagements. Additionally, she is deeply engaged in corporate team leadership training, endeavoring to contribute value to all those she encounters.

Her commitment extends to participation in Empowerment Panels, Community Round Tables, Mentoring Workshops, and Hosting Charity Events. As a formidable Keynote Speaker, Her presence resonates powerfully and has earned her recognition through interviews in numerous magazines, podcasts, radio shows, and other media platforms.

Linda Ngo's accolades are a testament to her unwavering dedication and impact on society. She was honored among the "Top 20 Leaders to Look Out for" by Valiant CEO Magazine alongside Grant Cardone. Her contributions were further recognized during March 2023's International Women's Month by Dress For Success. She also earned the title of "Boss on Fire" from Dallas Boss Inc. in recognition of her outstanding professional attributes.

In 2021, she graced the cover of "African Fortune Magazine" as the First Asian American and received recognition from the Las Vegas Lions Club for her contribution to providing PPE gear for the LVPD. Previous honors include the Lighthouse Ambassador Award in 2018, Trail Blazer recognition from the Journey of a Young Lady organization in 2017, and the prestigious "2014 Women Entrepreneur of the Year" title from the Greater Dallas Asian American Chamber of Commerce/Collin County Asian Chamber of Commerce. Her journey continues with her inclusion as a VIP Elite Women of the Year 2014–2015 by the National Association of Professional Women, followed by becoming a Lifetime Member of Strathmore's Who's Who.

Beyond her impressive list of accolades, Linda's dedication to personal and professional growth remains unwavering. She adeptly manages multiple companies and non-profits while also being in high demand as a sought-after speaker and Leadership/Mindset trainer. As she looks ahead, her aspirations include the establishment of several more companies across diverse industries. Her life is a testament to resilience, empowerment, and the unyielding pursuit of making a positive and lasting impact on the world.





**Abigail Oluwakemi Odelade, a dedicated missionary, accomplished coach, and thriving entrepreneur,** holds a prominent position in various fields. Hailing from Ogbomoso, Oyo State, her journey has been marked by an unwavering commitment to uplifting others.

Abigail's educational background mirrors her determination for excellence. Subsequently, she earned a B.Sc. in Microbiology from Delta State University, showcasing her academic process.

In the realm of livelihood, her multifaceted talents shine brightly. She has embraced the roles of **Life Coach, Business Strategist, and Realtor,** effectively cultivating her entrepreneurial endeavors. Her brand stands as a testament to her aspirations, aiming to guide individuals towards continuous self-improvement, the fearless pursuit of dreams, and the establishment of robust financial and business frameworks. Drawing from her own experiences, extensive knowledge, and honed expertise, She

empowers her audience by igniting hope, fostering determination, and nurturing intentionality.

Abigail's passion for real estate was ignited by a desire to provide shelter to as many people as possible and facilitate the creation of inter-generational wealth. This passion led her to curate portfolios aligned with her vision, ensuring accessibility to diverse segments of the population. Her role as a **Real Estate Expert** is underscored by her exceptional ability to communicate the industry's benefits to a broad spectrum of individuals. Having facilitated the financial satisfaction of over 80% of her clientele, She remains dedicated to continuous learning and personal growth, solidifying her expertise in the field.

Navigating the challenges of keeping clients focused during home tours is a skill she adeptly masters. Despite the hurdle of client availability due to their busy schedules, she consistently finds innovative ways to maneuver through this obstacle, providing unparalleled guidance and service.

She believes that influential real estate professionals transcend the mere title of "Realtor." To excel in this field, one must cultivate essential skills that are often underestimated but pivotal to success. These include personal branding, communication proficiency, content creation, and, most importantly, industrial knowledge. Her journey reflects the transformation that arises from mastering these skills. Her venture into the real estate industry began in 2019, culminating in the official registration of her agency in 2022. During this time, she absorbed invaluable insights from industry experts, establishing a solid foundation for her business.

Through her start-up consultancy, Abigail aims to support budding entrepreneurs. She draws from her own five years of trials, errors, failures, and triumphs to offer step-by-step strategies that foster business growth. Her expertise extends beyond real estate, encompassing broader business consulting to empower both realtors and general business owners.

Emotionally intelligent and guided by fairness and transparency, she separates her feelings from challenging decisions. She understands that successful business endeavors require a clear distinction between personal and professional relationships.

The impact of professionals in her industry on society

is profound. She has facilitated the acquisition of substantial property holdings, with a remarkable average of **5000 square meters per hectare per year**. The real estate industry's transformative effect is evident in providing secure housing solutions and contributing to poverty reduction through property investment, Airbnb arrangements, and long-term leases, thereby uplifting economies globally.

Reflecting on her accomplishments, the Real Estate Expert takes great pride in aiding numerous individuals in securing safe investments and realizing their financial aspirations. Her achievements are synonymous with the joy she derives from empowering others.

As she peers into the future, Abigail envisions a path where her positive impact extends across diverse spheres of life. While acknowledging the divine direction of destiny, she aspires to continue her journey of enriching lives and leaving an indelible mark on the world.

## | ENTREPRENEURSHIP TOOLS AND IDEAS

## CREDIBILITY: GOOD CONTENT ESTABLISHES YOU AS AN EXPERT IN YOUR FIELD

living through their writing.

To succeed as a content writer, you need to have strong writing skills as well as the ability to research and produce high-quality content on a variety of topics. You should also be familiar with SEO (Search Engine Optimization) principles and be able to write in a way that is both engaging for readers and optimized for Search Engines.

In terms of finding work as a content writer, there are many options available. You can work as a freelancer and find clients through online job boards or by networking with other writers and professionals in your field. Alternatively, you can work for a content marketing agency or a company that produces online content.

While content writing can be a challenging and competitive field, it can also be rewarding. As long as you are willing to put in the time and effort to develop your skills and find work opportunities, it is possible to make a living as a content writer.



**Abraham Onyemari**  
Content Creator

**C**ontent writing can indeed be a means of survival for those who have the necessary skills and dedication to succeed in this field. With the growth of the internet and the increasing demand for online content, there are many opportunities available for skilled writers to earn a

## START UP STORIES

You might have heard the saying, "Dress how you want to be addressed." In a world where public opinion often takes center stage, people tend to judge you before you even speak a word. This emphasizes the crucial role your appearance plays in shaping others' perceptions of you. That is why it is vital to present your best self whenever you step out of your home.

I recall a time years ago when I worked at a call center. The dress code was typically jeans and a polo or button-down shirt. However, I chose a different path, opting for blazers and coordinated slacks. Some days, I even wore a suit and tie. The only time I wore jeans was on Fridays, and even then, I would pair them with a jacket or a shirt and tie. My colleagues would jokingly comment, "You dress like you own the company." You see, I did not let my current circumstances dictate how I presented myself; I dressed for the future I envisioned. Because I portrayed the best version of myself, everyone, including supervisors and higher-ups, addressed me as "Mr. Green". My professionalism and dignified demeanor commanded respect. This led to opportunities like special projects that my peers did not have access to.

When it comes to business and dressing well, there are a few essentials every man should have in his wardrobe. A black, blue, or gray suit, along with white, black, or gray shirts, are must-haves. Do not forget a stylish leather belt and comfortable loafers. With these basics, you can create numerous distinct looks that set higher expectations for how others perceive you.

Financial constraints or your environment might affect your ability to acquire these items. Fortunately, there are great online deals and resale shops that let you achieve a million-dollar look without breaking the bank. You might also consider bartering, exchanging your skills or services for what you need. Remember, clothes do not define a person, but when chosen thoughtfully, they can evoke a newfound level of self-confidence. **Always invest in yourself, as it will yield valuable returns in the long run.**



**Al Green**  
Menisterofstyle



The age-old adage “One man’s meat is another man’s poison” perfectly encapsulates the subjective nature of stress and frustration. What one person finds challenging might not faze another. Such emotions tend to rear their heads when embarking on a business journey or navigating the intricate paths of an established enterprise. Anxiety, stress, and frustration can become formidable foes, particularly when the course veers away from expectations. These emotional hurdles can cloud judgment and provoke impulsive reactions.

For entrepreneurs and business owners, stress often rides shotgun alongside work-related challenges. However, allowing stress to go unchecked and linger can evolve into burnout, leaving a trail of unproductive outcomes. Thus, mastering the art of stress and frustration management is paramount for maintaining productivity and fostering a thriving business environment.

**•Identify and Address Triggers:** The first step in this journey is recognizing the triggers that ignite stress

stress and frustration. Pinpoint them, label them, and then work methodically to address and defuse their impact.

**•Striking a work-life balance:** It is essential to Harmonize the demands to work with personal life. A balanced life contributes to overall well-being and resilience in the face of challenges.

**•Embrace the Power of ‘No’:** Over commitment is a slippery slope that exacerbates stress. A strategic and well-placed “no” can create boundaries, ensuring you’re not spread too thin.

**•Take Breaks for Mental Rejuvenation:** Regular breaks are not a luxury; they are vital for maintaining mental clarity and focus. Pushing through without respite only escalates stress and frustration.

**•Forge a support Network:** Surrounding yourself with like-minded individuals who share similar goals can be an invaluable source of support, Building, a community can ease the burden of stress and offer fresh perspectives.

**•Nurture Healthy Relationships:** The relationship with your employees is a cornerstone. Expressing gratitude, showing reassurance, and fostering a harmonious work environment can greatly mitigate stress levels.

**•Prune the Stress Garden:** Minimize interactions with individuals or topics that provoke stress and resentment. A serene atmosphere is conducive to fruitful collaboration and mental tranquility.

**•Regularly Reassess Goals:** Keep your goals under constant evaluation. Staying attuned to your objectives prevents them from slipping out of reach.

In the grand tapestry of business success, patience is a foundational thread, woven alongside strategic effort. Succumbing to the temptation of comparison only derails progress; instead, remain steadfast in your journey, relentlessly moving forward until you reach your destination.



## DIVERSIFICATION DURING ECONOMIC DOWNTURN

In the face of a struggling economy plagued by various factors, including resource mismanagement, entrepreneurs are finding ways to not only survive but thrive during a recession. Diversification emerges as a powerful strategy that can provide a safety net in times of economic uncertainty.

At its core, diversification revolves around the principle of not putting all your eggs in one basket. Entrepreneurs who seek opportunities beyond their primary focus can create a buffer against financial setbacks and position themselves for resilience.

However, the question arises: How can one effectively implement diversification during an economic downturn? Here are actionable steps to consider:

- **Time Your Investments:** Rather than investing all your capital at once, adopt dollar-cost averaging. By consistently investing a fixed amount over time, you can capitalize on market fluctuations, potentially acquiring assets at reduced prices when the market is down.
- **Dividend Stocks:** Explore dividend-paying stocks as a solid option. Companies like Texas Instrument Inc with a 2.8% profit and Lockheed Martin Corporation with a 2.6% profit, as noted by Forbes, can offer stability and a steady income stream even in challenging economic climates.
- **Alternative Investments:** Delve into alternative investment avenues such as real estate, commodities, or precious metals. These assets often show limited correlation with traditional financial markets and can serve as effective hedges during economic downturns.
- **Emergency Cash Reserve:** Ensure you maintain an emergency cash reserve equivalent to 3-6 months worth of living expenses. This financial cushion can help cover essential costs without the need to sell investments at a loss during a downturn.
- **Regular Re-balancing:** Periodically review and re-balance your investment portfolio to align with your desired asset allocation. Economic downturns may lead to variations in asset performance, necessitating adjustments to maintain equilibrium.

While diversification is a robust strategy for risk mitigation during economic challenges, it is important to note that it does not guarantee immunity from losses. Entrepreneurs must remain vigilant and informed, staying attuned to development in their respective industries. By combining diversification with a proactive approach to industry trends, entrepreneurs can better navigate the complexities of an ever-changing economic landscape.



**Omobolanle Adigun**  
Multi-Talented Creative and Entrepreneur

**Omobolanle Adigun** stands as a testament to the power of embracing multiple passions and talents, manifesting her creativity through acting, presenting, writing, and entrepreneurship.

Her educational journey was marked by excellence and a deep love for the arts. She earned both an Masters of Art and a Bachelor of Arts with First-class Honors in Theatre Arts from the prestigious University of Ibadan. Complementing her academic achievements, she also holds an OND in Mass Communication from the Polytechnic of Ibadan, reinforcing her commitment to effective communication and media.

In her professional realm, Omobolanle defies singular categorization, embracing various roles with remarkable finesse. Her prowess as a Television and Radio Presenter at **Creatrix Empire** showcases her ability to captivate audiences through the media. Beyond the presenter's desk, her artistic talent finds

expression in acting, where she crafts compelling characters and pens scripts that resonate with viewers. Fueling her entrepreneurial spirit, she **founded Mova Fashion Hub**, an online fashion destination that offers a diverse collection of unisex fashion essentials.

Her journey evolved organically, sparked by her fervent interest in presenting. A decisive moment aligned her with opportunities that enabled her to embrace her passion and build her career around it.

One pivotal lesson that etched its mark on her professional journey was the significance of recognizing her own value and seeking rightful compensation for her expertise. She discovered that while success might attract a crowd, true supporters stand tall even when challenges cast their shadows.

Growing up, she initially envisioned a career in law. However, her heart led her to the world of acting, a decision she pursued with wholehearted dedication and an unwavering enthusiasm that continues to fuel her artistry.

Her creative process is meticulous. It involves extensive research, thorough memorization, and a commitment to delivering excellence before her work sees the light of day.

Looking ahead, her vision is clear. Over the next four years, she aspires to elevate her success in both acting and presenting, pushing the boundaries of her artistry while also embarking on a personal journey to nurture her own family.

In the vibrant tapestry of Omobolanle Adigun's life, creativity, versatility, and an unrelenting entrepreneurial spirit stand as guiding threads. Her journey serves as an inspiration, reminding us all of the beauty and potential of embracing our passions and charting our unique paths in the world of the arts and entrepreneurship.

## Benefits of Content Creators to Brands

The importance of content creators cannot be overstated. They wield considerable influence over their audience, boasting dedicated and loyal fans who often seek to emulate their style and preferences.

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## ENTREPRENEURSHIP TOOLS AND IDEAS

In a rapidly evolving world, brands aspiring to grow must evolve with it. Even well-established brands recognize the need to establish a strong presence on social media platforms. Consequently, content creators cannot be overlooked or sidelined, as social media has become an integral part of the modern business landscape.

While a brand may be popular in physical spaces, the potential for exponential growth from 0 to 100 exists in the realm of social media, and content creators play a pivotal role in achieving this.

•**Elevating Social Media Presence:** Content creators contribute significantly to bolstering a brand's social media presence. They accomplish this by persuading their followers to engage with and support your brand.

•**Innovative Product Promotion:** Content creators excel at showcasing a brand's products in a manner that transcends traditional advertisements, offering a fresh and engaging perspective.

•**Adding Excitement to Events:** Content creators inject excitement and vivacity into brand events and promotions, enhancing the overall experience.

•**Reputation Restoration:** Their strong rapport with their fan base enables them to aid in rebuilding a tarnished brand reputation. If a brand has previously faltered, a reputable content creator can help breathe new life into it, with their followers rallying behind the brand due to their influencer's endorsement.

•**Campaign Catalysts:** Content creators are instrumental in propelling brand campaigns to success by leveraging their unique style and connection with their audience.

•**Brand Ambassadorship:** They uphold a brand's image with diligence, generating content that effectively advertises the brand in an entertaining and engaging manner.

•**Audience Expansion:** Content creators also assist in expanding a brand's audience and reach by tapping into their wide and engaged follower base.

•**Loyalty and Impact:** A content creator with a devoted fan base can wield significant influence on behalf of brands, making them a valuable asset.

However, there is a potential risk for content creators when partnering with brands. If a brand's product is sub-par, it can tarnish the content creator's reputation by association.

Therefore, it is essential for content creators to conduct thorough research on a brand before endorsing it. In conclusion, for aspiring content creators, it is crucial to identify a niche and establish a clear purpose for the content they intend to create. Equipping themselves with quality gear, such as smart-phones, and creating content in an appealing environment is essential. Furthermore, consistency is key to success for many content creators, ensuring a steady and engaged following.

## Balancing Portion sizes and considering your individual Nutritional needs is Essential.



**Dr. Crystal Bailey-Giscombe**  
Doctor of Medical Dentistry

We have all heard age-old advice about staying healthy through a balanced diet, but how exactly do we make that happen? And why is it such a pivotal aspect of our well-being? Let us delve into this vital topic and gain a deeper understanding of its significance.

When it comes to maintaining our overall health, there are six key food groups that play a pivotal role: staples, legumes, fruits, vegetables, animal-based foods, and fats and oils. The key to optimal health lies in incorporating a variety of nutrients from each of these groups into our daily diet. However, the exact proportions of these nutrients can vary based on factors such as age, gender, and individual health requirements.

The food choices we make have a profound impact not only on our physical health but also on our mental

well-being. A balanced diet is not just about fueling our bodies; it is about nourishing our minds and souls. Optimal nutrition supports healthy growth, weight management, stress resilience, and immune system strength. While some health factors may be beyond our control due to genetics, there are plenty of lifestyle choices we can influence, such as moderating alcohol consumption, avoiding smoking, staying active, and, of course, making thoughtful food choices.

One key principle to remember is that all macronutrients fats, proteins, and carbohydrates-are essential and should not be eliminated from our diets. However, portion control is a wise strategy. On a broader scale, a pressing concern emerges in today's society. The rise of non-communicable diseases affecting diverse populations highlights the significance of making informed dietary decisions. Health conditions such as diabetes, hypertension, obesity, cardiovascular issues, and even cancer are often linked to poor dietary habits.

Now, let us focus on a fundamental component of a balanced diet:

**Fruits:** Beyond their appealing taste, fruits offer a wealth of nutritional benefits. Opting for fresh, seasonal fruits maximizes nutrient intake. However, it is essential to be mindful of the natural sugars present in some fruits, especially for individuals managing conditions like diabetes. Additionally, fostering healthy eating habits from a young age is vital, as fruits provide essential vitamins and hydration for children, starting as early as six months old.

In essence, embracing a balanced diet transcends a mere checklist for health. It is a conscious commitment to our well-being, a pact with ourselves to provide our bodies with the fuel they need to thrive. By making well-informed food choices and embracing the diversity of nutrients within each food group, we are embarking on a journey toward optimal health and vitality.



**•Vegetables**

Vegetables are the first source of essential vitamins and minerals. Dark, green, and leafy vegetables contain the most nutrients and are necessary for consumption. Examples of these nutrient-packed vegetables are spinach, kale, green broccoli, and collard greens. The dietary fiber obtained from these vegetables helps with the digestive system's function, helps with proper action, and helps rid the body of toxins.



**•Staple foods**

This food group also provides the body with fiber and energy in the form of carbohydrates. Most people usually consume too many foods from this food group because of their accessibility and availability. Over-consumption may lead to weight gain, which can cause obesity. Obesity is one of the top ten listed diseases that cause mortality in the United States of America. Over time, this illness contributes to other non-communicable diseases such as detrimental heart conditions, stroke, and diabetes. Example of staple foods are green banana, plantain, breadfruit, yam, Irish potato, sweet potato, cassava, wheat bread, and cornmeal.



**•Legumes/Nuts**

Legumes are nature's nutritional gems. Bursting with protein, B vitamins, and fiber, legumes elevate overall health. Their perks include cholesterol reduction, stable blood sugar, and gut health enhancement. Vital for vegans, they offer amino acids akin to those in animal foods. Interestingly, combining legumes with other foods boost protein utilization, a culinary tradition worldwide. Examples are Caribbean rice, peas, Western lentil soups, beans, lentils, chickpeas, and soybeans. Legumes shine in global cuisines. In essence, legumes stand as versatile dietary heroes, potentially transforming health and well-being.



**•Foods from animals**

From fish and egg to cheese and lean meat, this food group boasts a range of products. Packed with protein, iron, B complex vitamins, fat, calcium, and vitamins A and D, this category is a nutrient goldmine. These components are crucial for muscle building, body repair, and overall well-being. Active individuals benefit even more, requiring higher intake due to quicker protein expenditure during exercise.



**•Fats and oils**

Dietary fats encompass four classifications: saturated, mono-unsaturated, polyunsaturated, and trans. Like the other five food groups, fats and oils should be consumed moderately to mitigate risk such as high cholesterol, cardiovascular diseases, and obesity. Each fat group plays distinct roles in the body. Today, our focus zeroes in on a vital player: Omega-3 polyunsaturated fats and their wide-ranging benefits. Research continually underscores the positive impacts of Omega-3 fats, including enhancing blood vessel elasticity, maintaining steady heart rhythm, curbing inflammation, and boosting immune function. Additionally, Omega-3s aid in preventing and treating depression, fostering fetal brain development, reducing inflammation, and supporting cholesterol level and blood pressure—pivotal risk factors for cardiovascular diseases. Incorporating these fats contributes to comprehensive well-being.



Crafting and upholding a well-balanced diet takes time, but it is absolutely attainable. Numerous budget-friendly meal plans are available online, offering a starting point for a health-conscious lifestyle. Armed with newfound insights into dieting and the significance of equilibrium, our aim is to foster better food choices and heighten awareness of nutrition's importance within our homes and communities. The crux of achieving a longer, healthier life lies in finding a diet plan that aligns with your needs and committing to it.



**Hope Raisers Global Foundation** is a non-profit organization registered with the Corporate Affairs Commission (CAC) in Abuja, Nigeria, with its head office at Apo Urban Shelta Plaza, Apo Resettlement Zone C FCT, Abuja, Nigeria.

We are a fully humanity-laden organization that seeks to be the bridge that connects the needy, deprived, distressed, less privileged, and vulnerable in our society, bringing them to their source of Hope with the objective of making them useful to the same society. We have a passion to touch lives and reach out to people who, in turn, will reach out to others in similar despondency.



In pursuance of **DEED**, we have engaged in various notable and laudable projects in various parts of Nigeria over the past 5 years. The latest is consistent visits, training, feeding, and empowerment of Children, youths, and women at various IDP Camps in the FCT, Abuja.

**Our Core values** are embedded in the **DEED** acronym, Which means:  
**D**iscover the Hopeless  
**E**ducate them  
**E**mpower the less privileged and  
**D**eploy them into a larger society.

[www.hrgfoundation.com](http://www.hrgfoundation.com)

**Boldly Artistic** is a creative platform and luxury streetwear brand taking off in 2024. It features the work of British-Nigeria abstract artist Teri Sillo, in the form of bespoke original artwork in acrylic and oil paints as well as specialized luxury streetwear designed for fun and to make you stand out from the crowd.



 @boldlyartistic  
[www.boldlyartistic.com](http://www.boldlyartistic.com)