

Ladies In Business

IDEAS | INNOVATIONS | CHANGE

AUGUST 2024, VOL6, NO 2



IN THIS EDITION

**LEGALITIES IN
BUSINESS**

SPIRITUALITY

**HEALTH &
WELLNESS**

**WOMEN IN
POLITICS**

**LIFE COACHING
& MENTORING**

Transforming lives &
unleashing potentials

**EVENTS &
HAPPENINGS**

The SHE Global Award Inc
The Winning Woman Conference
by Mrs Bisi Akintayo

EDUCATION

The Transforming
Education

Linda Benallal

CEO, LMB PROJECT MANAGEMENT SERVICE, DUBAI

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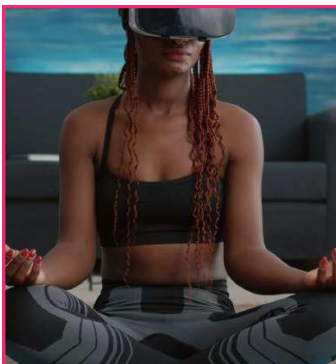
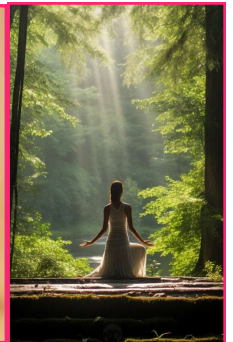
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As we reflect on the past six years, we at Ladies in Business Magazine Global are filled with immense pride and gratitude. Our journey has been one of remarkable growth and development, driven by our unwavering commitment to empowering and celebrating women in business across the globe, with over 10,000 businesswomen across the board in 15 countries and still counting.

From our humble beginnings, we have grown into a leading platform that highlights the stories, achievements, and challenges of women entrepreneurs and professionals. Our readership has expanded exponentially, and our influence has reached new heights, thanks to the incredible support from our community.

Over the years, we have introduced various initiatives and events that have furthered our mission. Notably, the SHE Global Awards Inc. has become a cornerstone of our efforts, recognizing and honouring the outstanding contributions of women in diverse industries.

The SHE Global Awards Inc. is set to take place in the beautiful city of Paris. This prestigious event celebrates the remarkable achievements of women in business, recognizing their contributions, resilience, and leadership across various industries. The SHE Global Awards Inc. is more than just an event; it's a movement that seeks to empower and inspire women worldwide.

Our collaboration with Women's Organization platforms underscores our commitment to fostering a global community where women's accomplishments are celebrated and their voices are amplified. Paris is known for its rich history and culture and provides the perfect backdrop for this celebration. We look forward to welcoming nominees, guests, and partners to what promises to be an unforgettable evening of recognition and inspiration.

Our success is a collective achievement, and we owe it to the inspiring women whose stories we tell, the partners who believe in our vision, and the readers who support us. Together, we have created a vibrant, supportive, and dynamic community that champions the empowerment of women.

As we look ahead, we remain committed to amplifying the voices of women in business & providing a platform for their success. Thank you for being a part of our journey. Here's to many more years of growth, development, and celebration!

Cheers to all the Queen of Sustainability out there!

See you all in Paris!

Amb. Adesola Helen Onadipe

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EDITOR'S NOTE

ABOUT US



LADIES IN BUSINESS MAGAZINE GLOBAL is a creative Online and digital Business magazine for ladies and women who are entrepreneurs, Business starters, intending business owners, young entrepreneurs and upcoming ladies in the business, Unsung heroes, philanthropists, etc. Before now, women were not found at the forefront of business operations and the business corporate world due to various challenges they encountered. Women have not been able to balance their life and business together due to several reasons. And this has brought about many conflicts in terms of what a woman should achieve or not. But to be truthful, a woman can achieve it all but not all at the same time. It will all come through at one stage/phase or the other. Therefore, Our focus regarding this magazine is on the totality of how a woman can still make it despite it all.

In recent years, things have drastically changed to a greater level that every lady has gotten themselves into an excellent performance grade to do one business or the other through Self-Motivation, Self-Actualization and Self-Devotion. Nevertheless, much more still in place to be done because the young entrepreneurs and business starters are still not able to find their feet in the midst of trying to balance between whom they are, what their business portrays, what other ladies in business are doing, whom to emulate, how to cope as a lady in business and how to meet up in all aspect according to the society expectations.

Our audience consists of ladies and women who want to explore great destinations, improve their outlook on life, grow their business, develop themselves to learn quickly, learn easy ways to get profit, stay healthy, find out about the latest technology gadgets and information, learn networking tips and eventually get success. Our readers become inspired as they read about how we are trying to make a difference to other ladies or women around the world and even get great ideas and learn how to be more effective and efficient in the marketplace by promoting their business in LADIES IN BUSINESS MAGAZINE GLOBAL.

The difference between LADIES IN BUSINESS MAGAZINE GLOBAL and other magazines for women is that we are majorly focusing on female entrepreneurs globally, Small-scale business owners, unsung heroes, philanthropists, etc. We want to be a face for them and create a platform for them to reign and shine. These women are not the regular "Household names" around the globe.



LADIES IN BUSINESS MAGAZINE GLOBAL focuses on making a difference in their businesses and their personal lives. The magazine deals with various aspects and areas of life in which they can survive and weather any storm while they go about their businesses. Because we do understand clearly that there is a huge need and gap to be filled in this aspect.

OUR VISION

To create an Excellent and Sophisticated platform for every lady entrepreneur globally who is craving for herself and her business to develop through IDEAS, INNOVATION AND CHANGE.

OUR MISSION

To ensure that every lady doing business is prepared and ready to be SEEN, HEARD and RECOGNISED without fear or intimidation but with great confidence to excel.

CORE VALUES

- To fetch them out of their shells to gain confidence to excel and be able to compete in the business world.
- To lead them into the secret of wealth creation and transformation.
- To help them to be SEEN, HEARD AND RECOGNISED.
- To give them more IDEAS and more INNOVATION and then lead them into a journey of CHANGE for them and their business.
- To educate them through the use of modern business gadgets and technology.
- To empower them through a series of business training and development and business strategies.
- To mentor them through their business journey as it comes.



- To deliver and create genuine relevance to every lady in business and do a feedback follow-up process.
- To use the magazine as a platform to locate and showcase them and their business.
- To help them achieve success at last in their business and also celebrate them.

OUR CULTURAL BEHAVIOR

- YES WE TOO CAN BE SMART!
 - YES WE TOO CAN PROGRESS!
 - YES WE TOO CAN INNOVATE
 - YES WE TOO CAN MAKE IT!
 - YES WE TOO CAN EXCEL!.
- LADIES.....welcome on board.





Interview with Linda Benallal

" Fashion in an increasingly polarised world can serve as a bridge that foster understanding and appreciation between different cultures"
- Linda Benallal

They say you can't talk butterfly language with caterpillars. Linda Benallal is the true definition of a goal-getter.

'The Emirati dream' she started out to chase by determination and hard work has empowered and earned her recognition beyond what she envisaged.

As she is now known for her global impact in the Fashion Industry as a top influencer, she shares with Olamide Babs dynamics of her business environment and the joys of personal growth.



As a French, what made you set out for the Middle East, Dubai precisely?

I came to the Middle east in 2004 for business and professional opportunities.

This region's dynamic specially Dubai. It was a growing market which presented numerous possibilities for career growth and development in my field.

You sought out to chase the 'Emirati Dream'. What did you envisage this to be?

I chased the Emirati dream, I envisaged achieving professional success, building a strong network, and making a significant impact in my industry. This dream might have included becoming a leading figure in digital strategy and marketing, empowering women, and connecting project owners with investors. The Emirati dream for me encompass experiencing the vibrant culture and dynamic business landscape of the UAE, contributing to its growth, and finding personal fulfilment and recognition in my professional endeavours.





What skills would you say are very important for success in today's world?

I believe that the following skills are crucial for success in today's world: Digital Literacy, Adaptability, Networking, Strategic Thinking, Creativity, Leadership, Emotional Intelligence, Financial Acumen, Resilience, Cultural Awareness. These skills enable individuals to navigate complex professional landscapes and achieve sustained success.

You have been running INNOCENT TOUCH – Paris since 2013, Can you share the inspiration behind blending Arabian culture with a French touch in your fashion designs?

Blending Arabic culture with a French touch in my designs is a fascinating approach that combines the rich heritage, intricate patterns, and bold colors of Arabic traditions with the elegance, sophistication, and refinement of French aesthetics. Here are a few aspects to consider: Historical Influence, both Arabic and French cultures have deep historical roots with rich artistic traditions. The intricate geometric patterns, calligraphy, and luxurious fabrics of Arabic design can be beautifully complemented by the chic, minimalist lines and timeless elegance of French design.

The Colour Palette is another factor .Arabic design often features vibrant, bold colors like deep reds, blues, and golds, reflecting the region's natural landscapes and historical art. French design, on the other hand, tends to favor more muted, pastel colors, bringing a sense of tranquility and refinement. Combining these palettes can create a balanced and visually stunning effect.

Also the Textiles and Fabrics , Arabic culture is known for its luxurious textiles, such as silk, velvet, and richly embroidered fabrics. French fashion often emphasizes high-quality materials and impeccable tailoring. Using luxurious Arabic fabrics with the sophisticated cuts and drapes of French fashion can result in unique and high-end designs.

Mixing the Patterns and Motifs and Incorporating traditional Arabic patterns like arabesques, mosaics, and calligraphy with French motifs such as fleur-de-lis, toile de Jouy, and rococo elements can produce intricate and captivating designs.

Arabic designs often carry deep cultural and spiritual meanings. Blending these with French elements can create designs that are not only visually appealing but also rich in symbolism and meaning.

Lastly, Modern Fusion where contemporary design trends in both cultures can be fused to create innovative and modern pieces. For instance, combining the modern, sleek lines of French couture with the bold and ornate elements of Arabic design can appeal to a global audience looking for something fresh and unique.

By blending these two rich cultural heritages, I create designs that are not only beautiful but also tell a story and bridge cultural divides. This approach can inspire others to appreciate and embrace cultural diversity in fashion and design.



How do you see the market evolving for fashion that combines diverse cultural influences?

The market for fashion that combines diverse cultural influences is evolving rapidly, driven by several key trends and consumer preferences:

Globalization and Connectivity is one of the biggest trends now . As the world becomes more interconnected, there is a growing appreciation for diverse cultures. Consumers are increasingly interested in unique, culturally-rich designs that tell a story and offer something different from mainstream fashion.

I also find that Cultural Appreciation and Authenticity is a thing . There is a rising trend towards cultural appreciation, where consumers seek authentic designs that honor and respect the cultures they draw from. Fashion that thoughtfully blends diverse influences can tap into this desire for authenticity and meaningful connections.

Personal style plays a role too as modern consumers value personal expression in their fashion choices. Combining diverse

cultural elements allows for unique, personalized styles that resonate with individuals seeking to stand out and express their identity through their wardrobe.

Sustainable and Ethical Fashion There is a growing demand for sustainable and ethically-produced fashion. Brands that incorporate diverse cultural influences often emphasize traditional craftsmanship and sustainable practices, appealing to environmentally-conscious consumers.

There is room for growth with the fashion industry increasingly embracing inclusivity and diversity. Designs that blend cultural influences can cater to a broader audience, reflecting a variety of backgrounds and identities. This inclusivity can build a loyal and diverse customer base.

More Collaborations and Cross-Cultural Partnerships also allows for designers from different cultural backgrounds work together which is now becoming more common. These partnerships can lead to innovative and exciting collections that attract attention and interest from fashion enthusiasts globally. Social media platforms and digital marketing too allow for the rapid spread of fashion trends and ideas. Designers who blend cultural influences can reach a global audience quickly, gaining visibility and traction through visually appealing and unique designs shared online.

There is the resurgence of traditional Craftsmanship where there is a renewed interest in traditional craftsmanship and techniques. Fashion that incorporates traditional methods from various

cultures can appeal to consumers who value quality, heritage, and artisanal skills Fashion , In an increasingly polarized world, can serve as a bridge, fostering understanding and appreciation between different cultures.



Having found your feet in the fashion world, what things do you not take for granted at this level of success?

Hard Work and Persistence: Achieving success in fashion requires a tremendous amount of dedication, effort, and resilience. The journey to the top involves overcoming numerous challenges and setbacks, and you likely appreciate the value of hard work more than ever.

A Support System: The support of family, friends, mentors, and your professional network is invaluable. Their encouragement, advice, and assistance have played a crucial role in your success, and you recognize the importance of maintaining and nurturing these relationships.

Creative Freedom: The ability to express your creativity and bring your unique vision to life is a privilege. You likely cherish the creative freedom that comes with your success and the opportunity to innovate and push boundaries in your designs.

Customer Loyalty: Building a loyal customer base is essential in the fashion industry. You understand the importance of listening to your customers, meeting their needs, and maintaining their trust and satisfaction.

Team Effort: Success in fashion is often a collaborative effort. From designers and artisans to marketing and sales teams, the collective effort of your team is critical. You value and acknowledge the contributions of each team member.

Learning and Growth: The fashion industry is ever-evolving, and staying relevant requires continuous learning and adaptation. You appreciate the opportunities for growth and the lessons learned from both successes and failures.

Market Understanding: A deep understanding of market trends, consumer behavior, and industry dynamics is crucial. You recognize the importance of staying informed and adaptable to maintain your competitive edge.

Opportunities for Impact: With success comes the opportunity to make a positive impact. Whether it's through sustainable practices, empowering others, or supporting causes you believe in, you value the ability to contribute meaningfully to society. Recognition and Respect play a crucial role as well. Being recognized and respected in the industry is a significant achievement. You understand the responsibility that comes with it and strive to maintain your reputation through integrity, professionalism, and quality work.

And the last is Personal Fulfilment Achieving success in a field you're passionate about brings immense personal fulfillment. You don't take for granted the joy and satisfaction that comes from doing what you love and making a mark in the fashion world.



**RUNWAY
DUBAI**
FASHION SHOW

Avion
EVENTS



RUNWAY DUBAI FASHION SHOW

**RUNWAY
DUBAI**
FASHION SHOW

RUNWAY

Middlesex
University
Dubai

**RUNWAY
DUBAI**
FASHION SHOW



**RUNWAY
DUBAI**
FASHION SHOW



RUNWAY
KIDZ

Avion
EVENTS

What's your message for women trying to find a path in life running businesses of their own?

To all the amazing women striving to carve out their own path and build their own businesses:

Believe in Your Vision: Your ideas and dreams are valid. Trust in your vision and have the courage to pursue it relentlessly. There will be challenges, but your passion and determination can turn those challenges into opportunities.

Embrace Learning: Every experience, whether a success or a setback, is a valuable lesson. Embrace the journey of continuous learning and growth. Stay curious, seek knowledge, and be open to new perspectives.

Build a Strong Support System. Surround yourself with people who believe in you and your vision. Seek mentors, allies, and a supportive community that can offer guidance, encouragement, and constructive feedback.

Stay True to Your Values: Your values and principles are your guiding star. Stay true to them, even when faced with difficult decisions. Authenticity and integrity will help you build a business that is not only successful but also meaningful.

Be Resilient: The path to success is rarely smooth. There will be obstacles and moments of doubt. Cultivate resilience and perseverance. Remember that setbacks are temporary and each one brings you closer to your goals.

Celebrate Small Wins: Every step forward is a victory. Celebrate your achievements, no matter how small they may seem. These moments of success will fuel your motivation and remind you of how far you've come.

Empower Others: As you rise, lift others with you. Share your knowledge, experiences, and resources. Empowering others creates a ripple effect of positive change and strengthens the community of women entrepreneurs.

Take Care of Yourself: Running a business can be demanding, but it's essential to take care of your well-being. Prioritize self-care, maintain a healthy work-life balance, and remember that your health and happiness are crucial to your success.

Dream Big: Don't be afraid to dream big and aim high. Your potential is limitless, and you have the power to achieve great things. Believe in yourself, and go after your dreams with all your heart.

You have the strength, creativity, and determination to create the life and business you envision. Keep pushing forward, and remember that your journey is unique and valuable.



While you tried navigating life in a new environment as a young woman, what encounters stood out looking back now?

When I look back now, I might reflect on the significant growth and evolution of my career, the challenges I overcame, the impactful connections I made, and the successes I achieved.

I likely recall how the vibrant business environment of the Middle East helped me shape my professional journey and how my efforts in digital strategy, content creation, and women empowerment contributed to the recognition as a top influencer in the region.



You worked many jobs, acquired skills and more knowledge but you finally settled for Fashion. What did it take to start the Innocent Touch Paris brand?

I settled for fashion because it aligns with my passion and interests, and it provides a dynamic & creative field where I can leverage my expertise in digital strategy, fashion also offered me significant opportunities for growth, innovation, and influence, allowing me to connect with a broad audience and make a meaningful impact. By focusing on fashion, I can combine my professional skills with my personal interests, contributing to an industry that is both vibrant and constantly evolving.



Legalities in Business



Mercy Edukugho-Aminah

Director,
Fiduciary Services Limited, Nigeria

Mercy Edukugho-Aminah, TEP is a Private Client Practitioner with over 15 years of experience spanning Capital markets, Legal Advisory, Energy, Governance & Compliance, Trust & Estates. This includes advising several HNI and UHNW individuals and families on local & cross-border wealth management & private philanthropy.

Mercy advises clients on matters such as set-up and management of Family Offices, Family Trusts, offshore Foundations, Private client philanthropy, Family Governance, Succession Planning, Next Generation, & worked with Private Client specialists in the areas of governance, wealth management, tax, luxury asset acquisition, and fiduciary services.

Mercy provides planning and strategy solutions to individuals, families, family-owned and owner-managed businesses, focusing on asset protection, preservation, sustainability, & intergenerational legacies.

WEALTH PRESERVATION:

THE ROLE OF CORPORATE GOVERNANCE IN FAMILY BUSINESSES

Introduction

Characterized by unique strengths such as resilience & loyalty, family businesses have evolved over

centuries to become an essential part of the global economy. They represent a significant proportion of the world's GDP contributing to job creation, innovation, & economic growth. According to the Family Business Institute's Family Business Fact Report on Why Family Businesses Matter, family-owned businesses account for 70% of global GDP and generate 60% of jobs worldwide.

However, family businesses face challenges, & topping the list are corporate governance issues.

In this article, we explore the role of good corporate governance in the growth and sustainability of family businesses globally and what should be done to improve corporate governance.

What is Corporate Governance?

Corporate Governance refers to the set of structures, policies, and procedures that guide decision-making, ensure accountability, and promote transparency in the business. The system helps balance family members' interests with business interests, leading to sustainable growth and long-term success.

How a family business is governed can significantly impact the family's well-being, survival, and the success and longevity of the enterprise. Several notable failure cases recorded in family businesses have been linked to poor corporate governance structures.



1. Adelphia Communications

It was founded in 1952 by the Rigas brothers, John and Gus Rigas. Until 2002, when the company filed for bankruptcy, Adelphia Communications was one of the largest and most successful cable television companies in the United States. It was later discovered that the founder John Rigas and his son had consistently diverted company funds (amounting to over 2 billion dollars) to personal use. The duo was later convicted of conspiracy and fraud.

2. Parmalat

It was founded in 1961 by Calisto Tanzi. The company was hiding its losses and debt and falsifying accounts. It was discovered that the company's debt was eight times the sum originally stated and the company was declared insolvent in 2003. The founder admitted to diverting the company's funds after his arrest.

The Role of Corporate Governance in Family Businesses

Family businesses' long-term success and sustainability rely on effectively managing the interplay between family dynamics and business goals. Corporate governance plays a crucial role in maintaining a healthy balance between these competing interests. Below are some ways corporate governance helps family businesses manage these competing interests and achieve long-term success:

1. Separation of Ownership & Management

Family businesses often have conflicts of interest because ownership and management are often by the same individuals. In contrast, public companies separate ownership & management through a board of directors to prioritize business interests over family interests and promote transparency and accountability.

2. Code of Conduct

Creating a code of conduct for family members involved in the business helps prevent conflicts and ensure ethical standards and integrity in running the business. It also necessitates transparency in financial & operational performance, and compliance with laws and regulations while protecting shareholders' interests.

3. Stakeholder Engagement and Corporate Social Responsibility

Corporate governance requires family businesses to engage with their stakeholders, including employees, customers, suppliers and communities to understand their needs and interests and to respond to their concerns. It also mandates businesses to consider the impact of their operations on society and the environment and to take steps to minimize any negative effects.

4. Succession Planning

Family businesses must have well-defined succession plans that expressly outline who will take over the business when the current generation retires or passes away. Corporate governance aids succession planning in family businesses with structures such as family constitutions and family councils.

Improving Corporate Governance in Family Businesses

Nepotism, conflict of interests, lack of transparency and accountability, and misconduct are only a few of the many challenges plaguing family businesses. There are several best practices that family businesses can adopt to improve their corporate governance and overcome these challenges. Some of these best practices include implementing formal structures such as a board of directors, a family council, and a family constitution.

A board of directors is crucial for family businesses as it can bring in outside expertise and provide an objective perspective. It should include family members and independent directors with relevant experience to ensure unbiased advice and guidance.

A family constitution outlines the family's values, goals, purpose, and expectations related to wealth and assets. It establishes a framework for decision-making, conflict resolution, and ownership succession, ensuring that family members are aligned around a common vision for the business.

Characterized by unique strengths such as resilience and loyalty, family businesses have evolved over centuries to become an essential part of the global economy. They represent a significant proportion of the world's GDP contributing to job creation, innovation, and economic growth. According to the Family Business Institute's Family Business Fact Report on Why Family Businesses Matter, family-owned businesses account for 70% of global GDP and generate 60% of jobs worldwide.

However, family businesses face challenges, and topping the list are corporate governance issues.

In this article, we explore the role of good corporate governance in the growth and sustainability of family businesses globally and what should be done to improve corporate governance.

Conclusion

Overall, the success of family businesses hinges on their ability to balance family dynamics & business objectives. Corporate governance provides a framework for achieving this balance & ensures that family businesses are managed sustainably and responsibly.

Good corporate governance practices help to enhance the reputation and credibility of family businesses which translates to more investors and customers. Therefore, family businesses must prioritize corporate governance and ensure they have robust governance frameworks in place. This involves a clear division of responsibilities between family members and non-family executives, independent boards, and implementing transparency and disclosure policies.



Health & Wellness



Shireen Jabry

Start-Up Founder & Publisher
Transparent Publishing Limited (TPL)

Since she was a child, British Author, International Journalist & Publisher, Shireen Jabry has had a passion for writing. Her published books are: *Passionate Encounters*, *Design of Death and Missing*. The Book Trailers can be found on YouTube.

She started out as an Editorial Assistant for *City Life*, *Metropolitan* and *Al Mamlaka* Magazines before moving up to roles such as Editor of *Me Magazine* and Managing Editor of Magazines such as *Mercedes Middle East* and *Nokia Middle East*. In 2010, she expanded her career and became in charge of Media Relations for the Pre & Post Launch Phases of *Serco Dubai Metro*. After a proven track record of over 18 years of experience in Multinational Publishing Houses, in 2019 she finally decided to open her own Magazine Publishing House in London. *Transparent Publishing Limited (TPL)* was born where she launched 'Faces of Motherhood' Magazine.

After much scrutinization, she relocated the business to the UAE in 2021 and launched a further 5 new Digital Magazine Titles in the TPL portfolio. After attending many numerous events in the UAE, she realized that a reporting segment was necessary and so launched 'Minutes with Shireen Jabry,' where she reported on Top Personalities in events on the Red Carpet. Each segment lasts approx. 5 minutes and is uploaded on [shireen.jabrybooksart](https://www.shireenjabrybooksart.com) and the Instagram accounts of all relevant parties.

Today, as a Breast Cancer Survivor, she is a Political Activist for this cause and hopes to increase awareness for those effected by Cancer and above all to be 'emotionally there' for them. So, in November 2021, she launched the CAB initiative - 'Helping you through your Breast Cancer Journey,' in the hope that this will give patients an emotional helping hand.



REPEAT AFTER ME:

I HAVE ALREADY BEGUN THE HEALING PROCESS

We are all very familiar with the physical ailments that affect our body and that invade our health. Getting sick is something

that we all deal with. And as time passes by, and as we enter different phases of our lives, we slowly learn the importance of listening closely to our body's healthcare needs. With a little trial and error, we adapt and manage to figure out how to best nurture our body and health. But even when you do that, we still end up sick and at times even very sick.

This physical sickness that manifests itself in our body is just our body's way of communicating, that we are not giving our body, the nourishment it needs to remain healthy. This red flag is a second chance for us to level up with our self-love and self-care. Whatever it is that we need to do, we must tune into our body's frequency and address its issues and concerns.

If we neglect these issues and concerns or we don't address them effectively, then we can end up with a chronic or even terminal illness.

Google sites that today there are more than 26,000 diseases representing all areas of the body, including blood, bone, immune, muscle, and reproductive diseases. Yet, we are enjoying AND flourishing in the advancement of medical technologies. In fact, we are flourishing so much that these technologies have improved our lives, by producing better medicines, creating more precise medical equipment, utilizing lasers and robotics in surgeries, and making medical study information accessible online. Even the latest innovations have revolutionized the way we diagnose, monitor, and treat diseases. The possibilities are endless, from cutting-edge technology and medical advances like mRNA and CRISPR to data integration and artificial intelligence.

And yet, despite all this man made, cultivated, and educated progress, our variety of diseases are still on the rise. Since 1980, we have seen a yearly increase of over 3 new diseases per year

All developed governments have allocated a substantial amount to scientists researching cures of the most terminal of diseases, i.e. Cancer, Heart failure, Organ failure, Neurological disorders such as Dementia, Alzheimer's disease, Motor Neuron disease (MND), Parkinson's etc.

The UK government, for example has forecast the sustained increase in government Health Research and Development spending to £20 billion per year by 2024/25, as confirmed by the Chancellor in the 2022 Autumn Statement.

And on the other side, the United States is widely recognized as the world's greatest investor in health sciences research, with an annual budget of more than \$45 billion. NIH is the largest single public funder of biomedical and behavioural research in the world. In the fiscal year 2022, NIH funding generated an estimated \$96.84 billion in economic activity.



So, it begs the question. What are we doing wrong?

We are all healing from one trauma or another. Some of us have traumas we are not aware of; some of us are still very much living in the house of our trauma; others are trauma free. It does not matter what your situation is or where you are in your healing journey, what matters is your awareness of this journey, of this new awakening. Your awareness of your surroundings, both physically and spiritually.

Awareness is your key to unlocking the door to a healthy life. When you are aware of your surroundings, of your own attitude, thoughts, behaviors and beliefs; you start to realize your true potential.

The laws of life are simple – what you give out into the universe, comes back to you.

What you believe about yourself, and your life becomes true for you, it's that simple.

You MUST UNDERSTAND and be aware of how your own mental patterns are constantly creating your own life experiences. Every cell in your body responds to every single thought you think and every single word you speak.

The teachings of Louise Hay have impacted the lives and livelihoods of millions of people. Louise Hay was able to explain the connection between the physical body and the emotional spiritual plane. She gave every single person the realization that the power to heal themselves or the power to do anything or achieve anything comes from within.

As an American motivational author, professional speaker and AIDS advocate, she authored several New Thought self-help books, including the 1984 book You Can Heal Your Life, and founded Hay House publishing. In 1976, Hay wrote and self-published her first book, Heal Your Body, which began as a small pamphlet containing a list of different bodily ailments and their "probable" metaphysical causes. This pamphlet was later enlarged and extended into her book You Can Heal Your Life, published in 1984. In 2015 Hay House was the primary publisher of books and audio books by over 130 authors, including Deepak Chopra and other legendary authors

In 1978 she was diagnosed with "incurable" cervical cancer. That is where she realized that by holding on to her resentment from her childhood abuse, she had contributed to its onset. She cured herself from cancer by adopting a mental health regime of forgiveness, therapy, nutrition, reflexology, and colonic enemas.

"Continuous modes of speaking and thinking produce body behaviors and postures and eases or dis-eases. A person who has a permanently scaling face did not produce that by having joyous loving thoughts," points out Louise Hay.

Louise Hay believed that if a surgeon operates on a patient without doing something to help them change the cause of the disease, then all the doctor is doing is prolonging the life of the patient until the patient can create another disease.

And to truly eliminate the cause of the disease, we need to go inside ourselves, where the process of the illness began.

This 'movement' is profound. It has profound implications for me and for you. It awakens the parts of you that have been dulled or put to sleep by your understanding of life itself and/or your understanding of your experiences of it.

We all have a right to fully enjoy every minute of our life on this earth, with a fulfilled, happy, grateful, nourished heart and existence. It's our birth right.

And I want you to claim that birth right now.

REPEAT AFTER ME:

I deserve and have a right to be happy and fully enjoy every minute of my life on this earth, with a fulfilled happy, grateful, nourished, heart and existence.

And Remember:

The body, like everything else in life, is a mirror of our inner thoughts and beliefs.

So do yourself a favor, and PAUSE.

Reclaim your own inner power and realize that 'Whatever you set your mind on, you can achieve.'

How's that for a first thought?



Spirituality



Steffi Fernandes

Founder & Managing Director

In the bustling streets of Bukoba, Tanzania, there's a force to be reckoned with – Steffi Fernandes. With her unwavering dedication to social change and community empowerment, Steffi, a proud Goan Tanzanian, embodies resilience, compassion, and cultural diversity like no other.

As the founder of her own HR Consultancy firm in the UK, Steffi's journey is nothing short of remarkable. From receiving prestigious accolades like the Women Empowerment Award 2023-UK, Unsung Hero Award 2024-UK, to being named Diaspora Woman of the Year 2024-Kenya, she's a true trailblazer in every sense.

Steffi's impact transcends borders. With her boundless passion and innovative approaches, she's not just excelling in her role as a Global HR Professional, but she's also driving tangible change across various industries. Her strategic vision and ability to execute complex projects with precision have redefined what it means to lead with purpose.

But beyond the accolades and achievements lies a deeper truth – Steffi's journey is about empowering others. She's a beacon of hope and inspiration, showing us all that true leadership isn't just about climbing the corporate ladder, but about lifting others as you rise. Steffi's story is a testament to the transformative power of one individual's unwavering commitment to making the world a better place.



The Rise of Digital Spirituality

Navigating the Modern Path to Enlightenment

In an era defined by technological advancements, the realm of spirituality is undergoing a profound transformation.

The rise of Digital Spirituality marks a significant shift in how individuals pursue spiritual enlightenment, blending ancient practices with modern digital innovations. This article explores the various facets of Digital Spirituality and how technology is reshaping the spiritual journey.

Virtual Meditation and Mindfulness



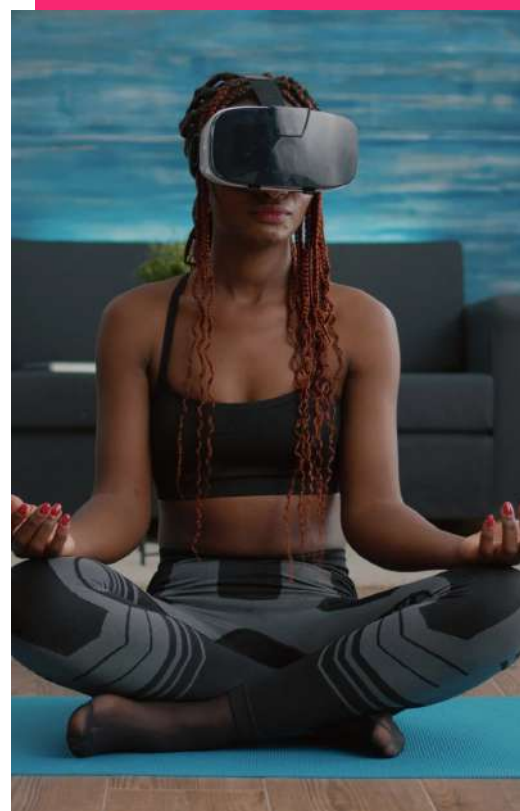
Meditation, a practice rooted in ancient traditions, has found a new home in the digital world. Apps like Calm, Headspace, and Insight Timer have brought mindfulness to the masses, offering guided meditations, sleep stories, and relaxation techniques accessible from any smartphone. These platforms provide a structured approach to meditation, making it easier for individuals to incorporate mindfulness into their daily routines.

Beyond traditional apps, virtual reality (VR) meditation is emerging as a groundbreaking trend. VR meditation experiences transport users to serene, immersive environments—be it a tranquil beach, a lush forest, or a mountaintop. These digital sanctuaries enhance the meditation experience, offering a sense of presence and immersion that many find difficult to achieve in their everyday surroundings.

Online Spiritual Communities

The rise of social media and online platforms has revolutionized how spiritual seekers connect with each other. Websites & apps like Gaia, Insight Timer, and even Facebook groups offer spaces where individuals can join global communities, participate in live-streamed events, and engage in discussions with like-minded souls. These virtual communities provide support, shared learning, and a sense of belonging, transcending geographical boundaries.

For example, platforms like Insight Timer not only offer meditation sessions but also host live events and workshops with spiritual teachers from around the world. These online gatherings create a space for collective meditation, prayer, & discussion, fostering a global spiritual community.



Digital Divination Tools

Traditional divination practices such as tarot reading, astrology, and numerology have found new life in the digital age. Apps and websites offer personalized readings, astrological charts, and daily horoscopes at the touch of a button. These digital tools often use algorithms and AI to provide insights and guidance tailored to the user's unique circumstances, making ancient wisdom more accessible and personalized than ever.

For instance, Co-Star and The Pattern are popular astrology apps that provide detailed natal charts & daily updates based on planetary movements. These apps not only deliver personalized horoscopes but also offer insights into relationship dynamics, career paths, and personal growth, all through the lens of astrology.

AI Spiritual Advisors

Artificial intelligence is making its mark in the spiritual realm, with AI-driven advisors offering personalized spiritual guidance. These digital mentors use sophisticated algorithms to provide advice, suggest spiritual practices, and even offer comfort during challenging times. While they may lack the human touch, their availability and consistency make them valuable companions on the spiritual journey.

For example, Replika is an AI companion designed to offer emotional support & companionship. Users can engage in deep conversations with their AI, exploring their thoughts and feelings, & receiving reflective responses that encourage self-awareness and personal growth.

Wearable Spiritual Tech

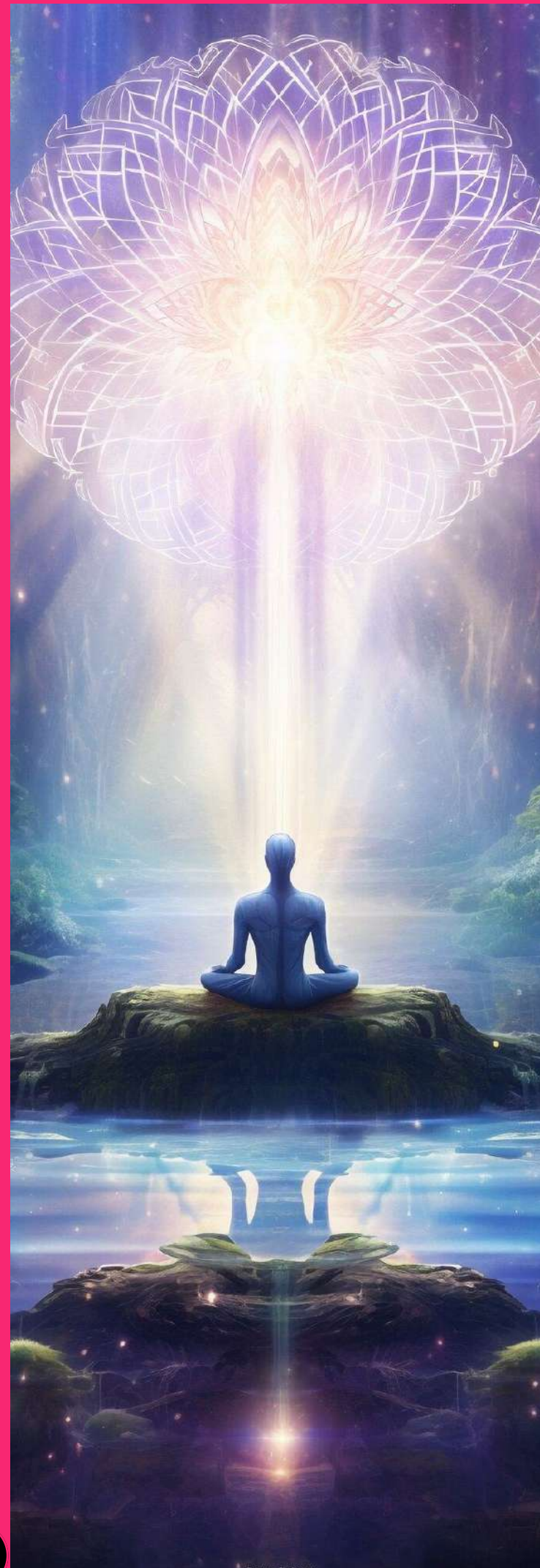
Wearable technology has evolved beyond fitness tracking to include devices aimed at enhancing spiritual well-being. Products like Muse, a brain-sensing headband, offer real-time feedback on meditation practices, helping users deepen their focus and relaxation. These wearables monitor brain activity and provide insights that can help individuals refine their meditation techniques and achieve a state of calm more effectively.

Other wearables, such as the Spire Stone, track breathing patterns and provide real-time feedback to promote mindfulness and stress reduction. By alerting users to periods of tension and encouraging deep breathing exercises, these devices help maintain a balanced and mindful state throughout the day.

Challenges and Considerations

While Digital Spirituality offers numerous benefits, it also presents challenges. The commodification of spirituality can lead to superficial practices that lack depth and authenticity. Additionally, the reliance on technology may create a sense of dependency, detracting from the self-reliance that traditional spiritual practices often promote.

Moreover, the digital divide can limit access to these resources for those without reliable internet connections or technological literacy. Ensuring inclusivity and accessibility remains a critical concern as Digital Spirituality continues to evolve.



Eco-Spirituality and Digital Activism

The intersection of spirituality & environmentalism is growing stronger, with many embracing eco-spirituality. Digital platforms amplify the voices of eco-spiritual activists, spreading awareness and mobilizing action for environmental causes. Online campaigns, virtual events, & digital content empower individuals to connect their spiritual beliefs with ecological responsibility, fostering a global movement towards sustainability.

For example, the Earth Day Network utilizes digital platforms to organize global environmental campaigns, encouraging individuals to take action in their communities. These initiatives inspire people to incorporate eco-friendly practices into their daily lives, reflecting a holistic approach to spirituality that honors the Earth.

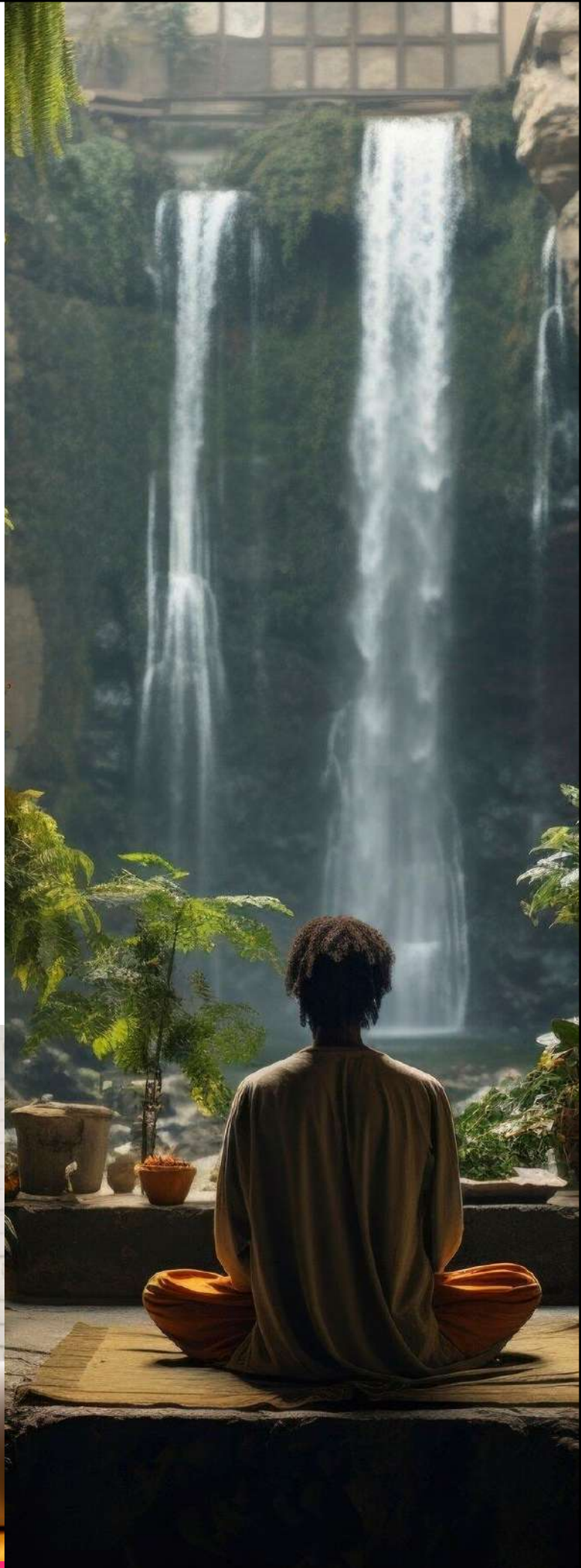
Holistic Health Apps

Health and spirituality often go hand in hand, and holistic health apps bridge the gap between physical wellness and spiritual practice. These apps offer a blend of yoga, meditation, nutritional advice, and spiritual teachings, promoting a balanced approach to well-being. By integrating these aspects, they provide a comprehensive toolkit for those seeking to harmonize their body, mind, and spirit.

Apps like YogaGlo and Daily Yoga provide access to a wide range of yoga classes, meditation sessions, and wellness programs. These platforms cater to all levels of experience, offering personalized plans that support both physical health and spiritual growth.

Conclusion

The rise of Digital Spirituality is a testament to humanity's enduring quest for meaning & connection. By leveraging technology, individuals are finding new ways to engage with their spiritual practices, fostering a global community that transcends physical boundaries. As we navigate this modern path to enlightenment, it is essential to balance the convenience of digital tools with the depth and authenticity of traditional practices. In doing so, we can create a holistic spiritual journey that embraces both innovation and tradition, guiding us towards a more enlightened and connected future.



EVENTS & HAPPENINGS

The Winning Woman Conference 2024 By Bisi Akintayo

Saturday, July 13 was a grand date with new knowledge for the women who gathered at the Oriental Hotel, Lagos for The Winning Woman Conference organised by Gtext Suites, a subsidiary of Gtext Holdings.



The event had in attendance personalities like Her Excellency Dr. Helen Boyo-Ekwueme, wife of the first vice president of Nigeria, Dr Alex Ekwueme. She was accompanied by other high-flying women like Professor C. Campbell; Dr Edugie Abebe; Mrs Funke Araba Lashmann; Mrs Daba-Manuel Obioha; and others.

In her submission, Dr Boyo-Ekwueme said that a winning woman is a woman that is multifaceted, one who can play multiple roles at the same time and become what is needed at every point in time.

She added that "Women should have their goals, be objective and pursue them doggedly; educate yourself and learn all the time.

"Be a mentor; help others and make yourself available to people around you; have ambitions; be steadfast and focused," she said.

Speaking with journalists at the event, the Chief Executive Officer, Gtext Suites, Mrs Bisi Akintayo explained that "every woman is a winner in every area or career they find themselves, including the agricultural, education sectors and politics, among others."

Akintayo, therefore, urged women to stand up and believe strongly in themselves.

"Whatever has been said to or about any woman negatively, she must never allow such to define her.

"Believe in and detoxify your thoughts away from every negativity and believe you can achieve whatever you set your mind on," she said.

While explaining the idea behind the conference which she promised will be the first of many, Amazon of mini-importation as Akintayo is usually called shared that the theme for the maiden edition is "Building Transgenerational Wealth", and was so tagged to encourage women to build, deposit and invest in people.

Akintayo said: "We want women to begin to have tangible assets and build their children as well who will manage the asset and multiply it. We see more men than women who have been doing this."

Among the speakers at the event was Ms Abiola Adediran, who told attendees that a woman needed to be intentional and purposeful to build wealth that could transcend generations.

Adediran said, therefore, that it was important for a woman to build confidence, be knowledgeable and translate that knowledge into action.

“Women need to rise and begin to build wealth intentionally; we need to become capital allocators.

“Also, build wealth that will allow us to allocate capital in the areas of interest and causes that we believe in.

“We want to be able to build wealth that allows us to champion causes that are important to us,” Adediran said.



Education



Farida Musaddi

CEO

Al Fateh Technologies Co. L.L.C (Dubai)

Mercy Edukugho-Aminah, TEP is a Private Client Practitioner with over 15 years of experience spanning Capital markets, Legal Advisory, Energy, Governance & Compliance, Trust & Estates. This includes advising several HNI and UHNW individuals and families on local and cross-border wealth management and private philanthropy.

Mercy advises clients on matters such as set-up and management of Family Offices, Family Trusts, offshore Foundations, Private client philanthropy, Family Governance, Succession Planning, Next Generation, and worked with Private Client specialists in the areas of governance, wealth management, tax, luxury asset acquisition, and fiduciary services.

Mercy provides planning and strategy solutions to individuals, families, family-owned and owner-managed businesses, focusing on asset protection, preservation, sustainability, and intergenerational legacies.

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The TRANSFORMING EDUCATION:

The Latest EdTech Trends Shaping 2024.

As an educationist with over 18 years of experience in various roles such as professor, head of department,

trainer, curriculum designer, moderator, and more, I have always been passionate about integrating technology into education. This passion led me to establish Al Fateh Technologies in the vibrant city of Dubai, where we offer innovative solutions to complex IT requirements across various domains. One domain particularly close to my heart is education, and I am a strong advocate for leveraging technology to enhance the learning experience.

With so many edtech platforms and resources available, users today can access a wide range of digital tools in the educational landscape. But the most important question is: what and how should it be used, and where should it be used? With the use of technology, parents, educators, and training facilities may provide their children with a comprehensive education that provides them a holistic learning experience not restricted to academics. A recent survey indicates that the following are some of the biggest edtech trends in 2024:

1. Collaborative Learning: In today's environment, cooperation is essential for success, and it can greatly advance students' academic achievement in the classroom. To show how diverse subjects are related to one another, educators from different disciplines should work together. For instance, students can create software that solves challenging mathematical equations by fusing IT and mathematics. This multidisciplinary method aids students in understanding how their academics relate to real-world situations.

2. Learning Outside the Classroom: Learning is no longer confined to the traditional classroom setting. Individuals learn something new every day in numerous ways. Encouraging students to research key topics under the guidance of expert teachers can provide deeper understanding & engagement. Unfortunately, in some institutes, research-based learning is misused as a way for teachers to offload their responsibilities, leading students to seek external help.

True research-based learning should be a guided, collaborative process.

3. Social Media in Education: Social media may be an effective teaching tool if utilized in the correct manner. It links people from various fields so they can exchange professional advice & information. For example, artists use Instagram to share educational videos, tips, and tricks, and LinkedIn Learning provides great online courses for self-learning. Platforms like these offer practical learning experiences that can be used greatly to improve skills.

4. Data Management and Analytics: With the development of technology, data management has become essential and practical in the field of education. Instructors now have access to thorough data on student performance, including the number of exams taken and chapters finished. With the ability to assign and grade homework and assignments online, teachers are better able to concentrate on the course material and offer more detailed guidance. Analytics are essential to online learning models because they measure student performance and engagement, which helps teachers create focused improvement plans.



5. Immersive Learning with AR and VR: Augmented and virtual reality platforms create immersive virtual spaces where learners can better understand concepts by visualizing them. For example, an AR educational platform demonstrated on Shark Tank India showed why sound cannot be heard in space, making the concept clear through a live demonstration. Such technologies are particularly effective for subjects like physics and chemistry, where seeing concepts in action enhances understanding.

6. Blockchain for Secure and Transparent Educational Records: Blockchain technology offers a secure, immutable ledger for educational records, ensuring transparency and ease of access. It is particularly beneficial for credential verification, streamlining the process for both graduates and employers. Educational institutions increasingly adopt blockchain to manage diplomas and certifications, ensuring authenticity and ease of verification.

7. Cloud Computing Enabling Remote Education: By offering scalable, on-demand resources to teachers and students, cloud computing has completely transformed remote education. To enable smooth remote learning experiences, educational institutions leverage cloud technology for software programs, collaboration tools, and data storage.

8. IoT (Internet of Things) in Intelligent Learning Environments: Smart learning environments are made possible by the Internet of Things (IoT), which combines internet connectivity with physical things in educational settings. Smart boards, screen readers, and networked lab equipment are examples of IoT gadgets that improve interactive learning. These tools help students get ready for a world driven by technology by providing them with opportunities for hands-on learning and real-time feedback. These environments also provide an equal opportunity for disabled learners to educate themselves.

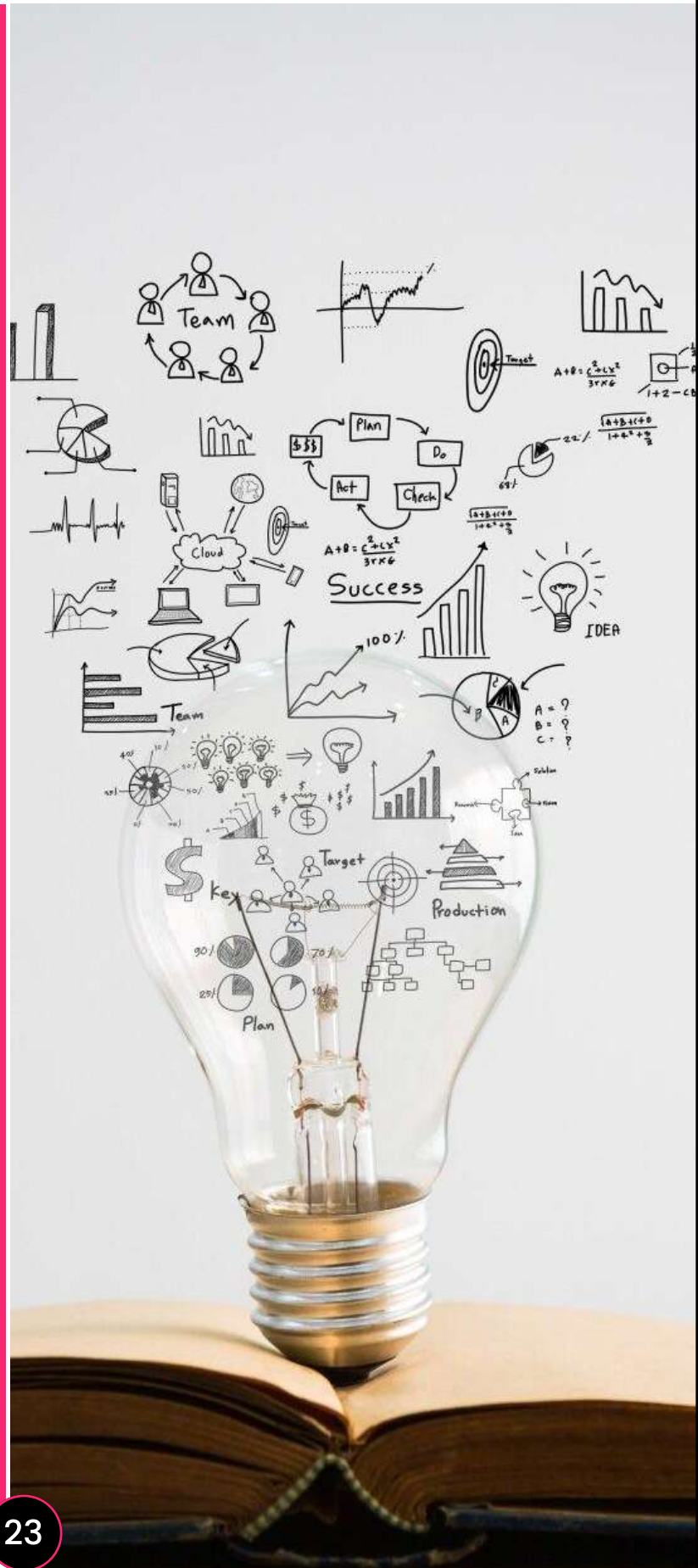
9. Chatbots and Voice Assistants in Education: AI-powered chatbots and voice assistants are starting to play a major role in personalized learning. Students now have immediate access to information, homework assistance, and interactive learning opportunities thanks to this technology. By offering tailored feedback and support, they can adjust to each student's unique learning style & preferences, thereby enhancing student engagement and learning efficiency.

10. The Use of Digital Twins in Education: Virtual twins of physical systems, or digital twins, are becoming more and more popular in education, particularly in environmental studies, engineering, and architecture. Through experimentation and observation of the results of changes made to virtual models, these simulations give students a thorough grasp of complex systems. For example, digital twins can provide students with virtual tours of global locations, like sites that feature Roman architecture.

11. Embracing AI in Education: Artificial intelligence (AI) has garnered mixed opinions, but its potential in education is undeniable. Educators can use AI to design effective lesson plans, access global data, and showcase case studies. Students can use AI to explore innovative ideas and enhance their learning experiences. AI can significantly improve the efficiency & relevance of educational content.

In summary

In summary, there is a symbiotic and constantly changing link between technology and education. Remote learning was made possible by the COVID-19 epidemic, and these technology resources will only serve to improve education by giving pupils a more comprehensive education. Technology integration in the classroom is not only on the rise, but it is essential to educating students for the future.



Single & Married



Angelica Ugo-Macdestiny

She's a certified Family Life Practitioner and educator with a passion for early childhood and life skills education. Author of "Lovin the Little Ones" and "Metanoia: A Woman's Guide To Spiritual Transformation," she's all about helping you create your best life.

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Who to Marry and Spicing Up Your Marriage:

A Love story

Love is a beautiful thing, let me tell you a story about two people, Jenny and Mark. Who met, fell in love, & built a

strong, lasting marriage because they shared the same vision and had aligned values. This story will give you some insight into who to marry and how to keep the spice alive in your marriage.

backgrounds. Mark, an environmental engineer, was dedicated to creating sustainable solutions for urban development. Jenny, a teacher, was equally committed to shaping young minds and encouraging a sense of social responsibility in her learners.

Their shared commitment to bettering the world wasn't just a passion it was a core value. They both believed in living purposefully and wanted a partner who shared that same drive.

The Meeting



Mark and Jenny first met at a local charity event. Both were there to support a cause they deeply cared about providing clean water to communities in need. As they worked side by side, packing supplies and organizing donations, they couldn't help but notice how much they enjoyed each other's company.

They shared the same passion for making a difference in the world, and it wasn't long before they started talking outside of the charity events. Their conversations flowed effortlessly, filled with discussions about their dreams, goals, and the type of life they envisioned.

Finding Common Ground



One evening, after a long day of volunteering, they decided to grab dinner together. Over plates of fried rice, they discovered more about each other's

Falling in Love



As their relationship blossomed, Jenny and Mark realized how much they had in common. They both loved outdoor adventures, whether it was hiking through the mountains or kayaking down a river. They had similar tastes in books and music, often spending evenings together with a good novel or listening to their favourite music or attending a concert.

More importantly, they had the same approach to life. They valued honesty, kindness, hard work and they shared the same faith. They believed in supporting each other's dreams and growing together. It wasn't just about finding someone to share their life with, it was about finding someone who would encourage and challenge them to be their best version of themselves as they fulfil purpose.



The Proposal



A year into their relationship, Mark knew Jenny was the one, so during his birthday celebration he planned to take her to a new restaurant in town. As they were both dancing to Jenny's favourite song, "will you be my lover forever" as the song was fading away Mark went on one knee and proposed. Jenny said yes without hesitation.

Their wedding was a reflection of who they were, simple, meaningful, and filled with love. They exchanged vows in a small ceremony surrounded by their closest family and friends, promising to support and cherish each other for the rest of their lives.

Keeping the Spark Alive



Marriage, as they knew, wasn't just about the grand gestures but the small, everyday acts of love and appreciation. They made a point to keep their relationship exciting and vibrant by:

1. Continuing Their Adventures: They never stopped exploring. Weekend hikes, spontaneous road trips, and camping under the stars kept their adventurous spirits alive.

2. Supporting Each Other's Goals: They made it a priority to encourage each other's dreams. When Jenny wanted to start a nonprofit organization, Mark was there every step of the way. When Mark decided to pursue a Ph.D., Jenny was the biggest cheerleader.

3. Staying Connected: They ensured they had regular date nights, even if it was just cooking dinner together or watching a movie. They made time to talk about their hopes, fears, and everything in between.

4. Being Grateful: Every day, they found something to be thankful for in each other. It could be as simple as thanking the other for doing the dishes or helping with picking their clothes from the laundry and sending a lovely text while at work.

5. Communicating Openly About their Needs: They made it a habit to check in with each other regularly. Mark always asks Jenny how she was feeling and if there was anything she needed. Jenny did the same, which helped them both feel valued and understood.

6. Keep the Physical Connection Alive: They made an effort to be affectionate. Whether it was a simple kiss before leaving for work or holding hands during a walk, these small gestures maintained their physical closeness.

7. Laugh Together: As simple as it seems, Jenny and Mark watched comedies and told each other funny stories from their day. Their shared laughter became a glue that held them together through stressful times.

8. Try New Things Together: One weekend, Jenny signed them up for a pottery class. Neither of them had any experience, but they had a blast learning something new together. These new experiences kept their relationship exciting as they always try to explore new things as a couple.

So, who should you marry?

Look for someone who shares your core values and vision for life. Find someone who supports your dreams and inspires you to be better. Marriage is a journey, and having a partner who walks that path with the same enthusiasm and dedication makes all the difference.

And once you've found that person, remember that keeping the spice alive in your marriage isn't about grand gestures. It's about those little moments of connection, adventure, smile and gratitude that builds a strong, lasting bond. Just like Mark and Jenny, with shared values and a mutual love for life, you can create a marriage that's not only enduring but also deeply fulfilling.

Remember, *"Marriage is a journey not a rat race, therefore choose your partner wisely"* (angelmactestinyquote).



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The Power of Women's Political Participation:

A Cornerstone of Gender Equality and Democracy

In the pursuit of gender equality and genuine democracy, women's political participation is a crucial element that

cannot be overlooked. The active involvement of women in politics is essential for ensuring that their voices are heard, their perspectives are represented, and their interests are addressed. This article explores the significance of women's political participation, the challenges they face, and the strategies for promoting their engagement in the political sphere.

Women's political participation is a fundamental right, enshrined in the Universal Declaration of Human Rights and the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW). However, despite this, women continue to be underrepresented in political offices worldwide. According to the Inter-Parliamentary Union, only 26.5% of parliamentary seats globally are held by women. Active involvement of women in politics is essential for ensuring that their voices are heard, their perspectives are represented, and their interests are addressed.

In Africa, women like Ellen Johnson Sirleaf, former President of Liberia, and Sahle-Work Zewde, President of Ethiopia, have broken barriers and excelled in politics. In Ghana, women like Prof. Jane Naana Opoku Agyemang, first female Vice Chancellor of the University of Cape Coast, former Minister of Education 2020 & 2024 Presidential Running Mate to John Dramani Mahama of the National Democratic Congress (NDC) and Shirley

The benefits of women's political participation are numerous. Women bring unique perspectives and experiences to the political table, enriching policy-making and decision-making processes. They are more likely to prioritize issues like education, healthcare, and social welfare, which have a direct impact on their communities. Women's participation also enhances the legitimacy and accountability of democratic institutions.

Despite these advantages, women face significant barriers to political participation. Social and cultural norms often discourage women from pursuing political careers, and gender-based violence, discrimination, and harassment hinder their ability to engage in political activities. Structural obstacles, such as lack of access to education and resources, also limit women's political participation.

To address these challenges, strategies must be implemented to promote women's political participation. Quotas and affirmative action policies can increase women's representation in politics. Training programs and capacity-building initiatives can empower women with the skills and knowledge necessary for political leadership. Addressing gender-based violence and discrimination is also crucial for creating a conducive environment for women's political participation.

Examples of successful initiatives include the African Women's Leadership Network, which provides training and mentorship to women in politics, and the Global Fund for Women, which supports women's political empowerment through grants and advocacy.

In conclusion, women's political participation is a cornerstone of gender equality and genuine democracy. It is essential for ensuring that women's voices are heard and their interests are represented. By addressing the challenges and implementing strategies to promote women's political participation, we can create a more inclusive and equitable political landscape. The time for women to take their rightful place in politics is now.



Life Coaching & Mentoring



Dr. Teresa Hernandez

Founder & CEO
Girls of Color Take Over LLC

She is an Award- Winning Global Empowerment Coach, Motivational Speaker, Mentor and Author. She is the EMPOWERED, passionate and devoted Founder & CEO of Girls of Color Take Over LLC, and The Perfect 777 Non-Profit Corporation. Her commitment to empowering and uplifting young girls and women of color around the world is unparalleled.

Dr.Teresa's dedication to ensuring young girls of color have a voice, break barriers, and walk in their purpose is a blessing to so many girls. Her sphere of influence is expanding, covering countries such as Belize, West Africa, Dubai, UK and the Philippines!

Mercy advises clients on matters such as set-up and management of Family Offices, Family Trusts, offshore Foundations, Private client philanthropy, Family Governance, Succession Planning, Next Generation, & worked with Private Client specialists in the areas of governance, wealth management, tax, luxury asset acquisition, and fiduciary services.

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Life Coaching & Mentoring:

Transforming Lives and Unleashing Potential

In an era where personal development & professional success are increasingly intertwined, life coaching & mentoring have emerged as powerful tools for transformation. These practices, while distinct in their approaches, share a common goal: to help individuals unlock their full potential and lead more fulfilling lives. This article explores the essence of life coaching and mentoring, their benefits, and how they contribute to personal and professional growth.

Life coaching is a collaborative process where a trained coach helps clients identify their goals, overcome obstacles, and make positive changes. Unlike therapy, which often delves into past traumas, life coaching is forward-focused, emphasizing actionable strategies to achieve specific outcomes.

I believe that the key elements of Life Coaching include goal setting. Life coaches assist clients in setting clear, achievable goals. This process involves identifying what truly matters to the client and creating a roadmap to success. Accountability, A life coach provides the accountability needed to stay on track. Regular sessions ensure that clients are making progress and adjusting their plans as necessary. Support and encouragement are also key. Coaches offer unwavering support and encouragement, helping clients build confidence and resilience. Lastly, skill development, through various techniques and exercises, coaches help clients develop essential skills such as time management, communication, and emotional intelligence.



The Role of Mentoring is a critical role. Mentoring, while similar to coaching, involves a more experienced individual guiding someone less experienced in a particular field or aspect of life. Mentors share their knowledge, provide insights, and serve as role models, helping mentees navigate their career or personal development journey. I strongly believe that the key Elements of Mentoring includes the following;

Experience Sharing: Mentors draw on their own experiences to provide practical advice and wisdom. This real-world perspective is invaluable for mentees.

Giving Guidance and Advice: Mentors offer guidance on specific challenges, helping mentees make informed decisions and avoid common pitfalls.

Networking Opportunities: Through their connections, mentors can open doors to new opportunities and expand the mentee's professional network.

Long-Term Relationship: Mentoring relationships often extend over a long period, providing consistent support and fostering deep personal and professional growth.

The benefits of Life Coaching and Mentoring are manifold, impacting various aspects of an individual's life such as one's personal growth including increased self-awareness. Both practices encourage introspection, helping individuals understand their strengths, weaknesses, and values. Enhanced confidence is important, with support and guidance, clients and mentees develop greater self-confidence and a stronger sense of purpose. Improved Relationships Effective communication and emotional intelligence skills learned through coaching and mentoring can lead to healthier personal and professional relationships.

Professional Development is imperative in life coaching and mentoring it can attribute to one's career advancement. Mentors can provide industry-specific advice and connections, while coaches help clients develop the skills needed for career progression. Secondly, Leadership Skills. Both mentors and coaches play a crucial role in developing leadership qualities, preparing individuals for higher responsibilities. Adaptability and Resilience is important. The challenges and feedback provided by mentors and coaches help individuals become more adaptable and resilient in the face of adversity.

The Synergy Between Coaching and Mentoring is crucial. While life coaching and mentoring are distinct, they can complement each other effectively. Coaching provides the structured, goal-oriented approach needed to drive immediate change, while mentoring offers long-term guidance and industry-specific insights. Together, they create a holistic development framework that addresses both immediate needs and future aspirations.

It is imperative to finding the right coach or mentor. Choosing the right life coach or mentor is crucial for success. Here are some tips for finding the perfect match. Define your goals and clearly outline what you hope to achieve through coaching or mentoring. This will help you find someone with the relevant expertise. Research and referrals, seek recommendations from trusted sources and research potential coaches or mentors online. Look for testimonials and case studies that demonstrate their effectiveness. Compatibility, ensure there is a good rapport between you and your coach or mentor. A strong personal connection is essential for a successful relationship. Lastly, credentials and experience. It is important for the mentee to verify the credentials and experience of your potential coach or mentor. Professional certifications and a proven track record are indicators of quality.

In conclusion, life coaching and mentoring are transformative practices that empower individuals to reach their full potential. By providing guidance, support, and accountability, coaches and mentors play a vital role in personal and professional development. Whether you seek to achieve specific goals, overcome challenges, or gain industry insights, engaging in life coaching or mentoring can be a life-changing decision. As you embark on this journey, remember that the right coach or mentor can make all the difference, guiding you towards a more fulfilled and successful life.



Ladies In Business

IDEAS | INNOVATIONS | CHANGE

AUGUST 2024, VOL6, NO 2



IN THIS EDITION

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TALKING BUSINESS WITH BIA

YOUNG FEMALE LEADERS

FASHION & LIFESTYLE

THE PROFESSIONAL WOMAN SEGMENT

Building Resilience & Perseverance

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10th Africa Investment Forum &
commerce conference
The winning woman conference

ART & CULTURE

Berber traditional Arts & Craft

Precious Micheal

MISS NIGERIA UAE 2023

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LuckyPixels
PHOTOGRAPHY

Interview with Precious Micheal



Precious Michael 17, is not only walking the runway , she is striding along life building blocks to a greater path . The recently crowned Miss NIG-UAE , for as long as she can recall had dreamt of becoming a model . Finally been able to represent her country, Nigeria ,in the diaspora and getting crowned she talks to Olamide Babs on how she got that far and future ambitions

Can you share with us what motivated you to participate in the Miss Nigeria UAE pageant?

I'm Precious Michael, a 17-year-old from Abia State, Nigeria, but I was born and raised in the United Arab Emirates. Fashion and glamour has always been my passion. I've dreamt of becoming a model and participating in pageants for as long as I can remember. As a child, I admired Barbie for her confidence, style, and ability to tackle any challenge creatively. She inspired me with her personality and the way she approached tasks in her unique and creative manner.

Representing my country in the diaspora has been something that I've been desiring to do, and doing it through a pageant, winning the crown, was a goal accomplished.



How do you envision using your platform as Miss Nigeria UAE to make a positive impact?

I am passionate about using my voice and influence to raise awareness on issues affecting disadvantaged youths, particularly the girl child with struggling or irresponsible parents. I aim to advocate for education, mental health, and environmental sustainability. Additionally, I am committed to promoting diversity and inclusivity among individuals from various backgrounds, cultures, and perspectives. By being a role model and leading by example through my actions, I hope to inspire others to do the same.

I am dedicated to offering my time, resources, and support to those in need, and I aspire to mentor and empower individuals, especially young women and girls, by sharing my knowledge, skills, and experiences.

Part of my goal is to provide guidance and support to help them achieve their goals and dreams, regardless of the challenges they may face.





I will organize cultural festivals and exhibitions that showcases Nigerian arts, crafts, music, dance, cuisine, and traditional attire to celebrate our cultural diversity and heritage. Additionally, I will host educational workshops and seminars to educate participants about Nigerian history, traditions, languages, and customs.



What qualities do you think are essential for representing the Nigerian community in the UAE?

Representing the Nigerian community in the UAE requires a unique blend of qualities that embody Positivity, Leadership, Commitment, Reliability, Teamwork, and Professionalism.

As a representative, I intend to showcase personalized attributes such as the ability to lead with charisma & humility, problem-solving skills, integrity, accountability, adaptability, inspiring fellow Nigerians living in the UAE and diaspora, and seeking to acquire a profound understanding of both Nigerian and the UAE cultures.

How do you plan to promote Nigerian culture and values during your reign?

As part of my plan to promote Nigerian culture and values during my reign, I am committed to partnering with stakeholders to participate in community outreach programs aimed at highlighting the rich heritage, values, uniqueness, diversity, arts, and crafts of Nigeria.

By showcasing the cultural richness of Nigeria, I aim to promote understanding, appreciation, and preservation of our country's heritage both within the diaspora community and among the wider population.

Furthermore, I plan to collaborate with local artisans and craftsmen to showcase and promote traditional Nigerian crafts such as beadwork, pottery, weaving, wood carving etc. I will also facilitate cultural exchange programs that bring Nigerian artists, performers, or cultural ambassadors to share their talents and traditions with local communities.

Lastly, I will support heritage preservation projects that aim to preserve and protect historical sites, artifacts, and cultural practices in Nigeria to ensure their legacy for future generations through these initiatives.

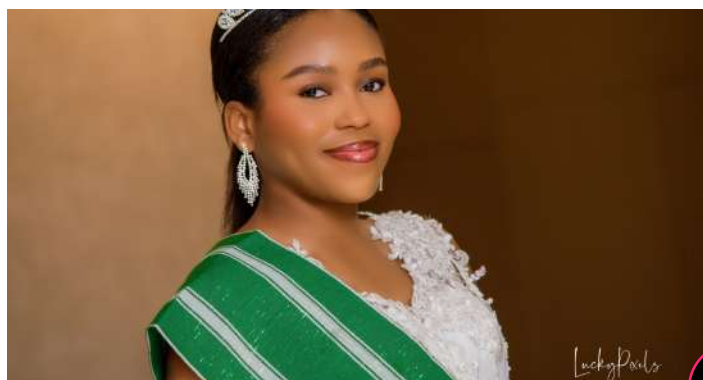


What initiatives or projects would you like to undertake to support Nigerian expatriates in the UAE?

In order to support our nationals and expatriates in the UAE, I would like to initiate various projects and programs tailored to their needs. One such initiative would be the establishment of youth mentorship programs, both in physical and digital formats. These programs would provide young individuals in the diaspora with the opportunity to connect with experienced adults in their respective fields of interest. Through these mentorship relationships, they would receive guidance, grooming advice, and support for their personal and professional development.

Additionally, I envision organizing intergenerational dialogue sessions within the Nigerian community in the UAE. These sessions would serve as platforms for individuals of different age groups to come together, share knowledge, experiences, initiatives, and cultural insights. By fostering these exchanges, we can strengthen the bonds within our community and promote a sense of unity and understanding. Furthermore, I aim to host career fairs and networking events that cater to community

members of all ages. These events would provide opportunities for networking, job exploration, and connections with potential mentors, collaborators, and employers. By creating spaces for professional growth and development, we can empower our nationals and expatriates to thrive in their chosen fields and contribute meaningfully to the diaspora community in the UAE.





In your opinion, what are the biggest challenges facing young Nigerians living abroad, and how can they be addressed?

One of the major challenges currently facing the Nigerian community in the UAE is the imposition of labor and visa ban by the UAE on Nigeria, stemming from diplomatic disputes. To address this challenge effectively, it is crucial for both nations to collaborate and seek sustainable solutions. By working together, engaging in diplomatic negotiations, fostering open communication channels, and promoting mutual understanding, the Nigerian community in the UAE can navigate through this issue and potentially prevent similar challenges in the future.



How would you encourage Nigerian youths in the UAE to connect with their heritage and culture?

As a Nigerian youth who was born and raised in the United Arab Emirates, I consider the UAE my second home. I am fortunate to have my parents by my side, guiding me on the rich cultures and traditions of my native country, Nigeria, particularly the Igbo tribe. I believe it is essential for Nigerian youths in the UAE to embrace their heritage and connect with their fellow Nigerians. By engaging with our community, we can cultivate a strong sense of identity and learn more about our roots. This connection can serve as a stepping stone to exploring and delving deeper into our cultural heritage.



What do you believe sets you apart and makes you the ideal ambassador for the Nigerian community in the UAE?

I believe what truly distinguishes me and makes me the ideal "ambassador" for the Nigerian community in the UAE is a combination of qualities that I hold dearly. Firstly, my unwavering integrity, high ethical standards, and commitment to transparency and honesty reflect my strong moral principles. These values guide my actions and decisions, ensuring that I always uphold the trust placed in me.



Secondly, my deep compassion and genuine care for others, drive me to make a positive impact in the world and contribute to the well-being of those around me. I empathize with the suffering of others and am driven by a sincere desire to alleviate that suffering wherever possible.

Furthermore, my sense of loyalty and the importance I place on trust, are foundational aspects of my character. I believe in reliability and long-term commitments, both in personal relationships and professional endeavors, which form the basis of strong and enduring connections. Lastly, my commitment to fairness is a core principle that guides my interactions and decisions. I strive to make impartial judgments, free from discrimination, and believe in treating all individuals equally, providing opportunities based on their needs and merits.



Could you share a memorable experience or accomplishment from your journey to becoming Miss Nigeria UAE?

My journey towards becoming a model and eventually winning the MISS NIGERIA UAE 2023 was an experience I will never forget easily. It all started post Covid -19, that was in 2022 when I enrolled in the inaugural pageant show called (Fashion For All), after the first Edition I participated in the second which came up in 2023 and I won the crown and became Miss Gulf 2023. Then, I slowly transitioned to being a runway model; at this point I started gaining my confidence on stage and a little bit in my social interactions with different kinds of people.

September 2023, my mother received the MISS NIGERIA UAE flyer and motivated me to participate, though, I contemplated, but she reminded me of what my goal was and the rest, "they say, is history".

Becoming MISS NIGERIA UAE has truly made me become more proud to be a Nigerian! My achievement from my journey was the tremendous growth in my confidence, likewise seeing my family and people that I didn't know cheer me on was such a wholesome moment for me.

Looking ahead, what are your aspirations after your tenure as Miss Nigeria UAE comes to an end?

As my tenure as MISS NIGERIA UAE comes to an end, I aspire to leverage my platform to continue promoting Nigerian culture and fostering connections between Nigeria and UAE. Likewise, hoping to start charitable organizations, empower young girls and women all around the world (not just Nigerians) to go for their goals. I also intend to keep pursuing my modelling career.



ART & CULTURE



Mr Yazid Benazzouz

University Lecturer

Mr Yazid Benazzouz. Born in 1969. I am a university teacher, Assistant (A) at the Department of English, University of Algiers 2. I am specialized in Africa Studies. I contributed to a number of lectures and study days dealing with literature, civilisations, philosophy and history. The most recent one was at the National Conference Discourse(s) of Hegemony and Power in Anglophone Literary and Cultural Studies, with an article titled : The Western Hegemonic Discourse in Ngugi wa Thiong'o's Postcolonial Novel, A Grain of Wheat (1967), held on the 22nd and 23rd of April 2024 at Algiers 2 University.

Berber Traditional Art and Crafts

The Kabyles are one of the Berber groups of Algeria. They are basically concentrated in two main regions, in

the town of Tizi-Ouzou, known as the "great Kabylia," and the seaside town of Bejaïa (Vgayeth). Kabyles are found in the different Algerian towns and in the diaspora, more particularly France. Kabylia is well-known for the variety and high quality of its handicraft products. Despite the lack of natural resources in these two Algerian Kabyle towns, Kabyle craftsmen are true artists, committed to decorating their walls, their water pots and painting their blankets, rugs and clothes in bright colors. In addition to money earned from agriculture, these skilled craftsmen, living in small and remote villages in the mountains of Kabylia, are producing significant artisanal objects, which can be considered as another suitable source of income to their families.

Traditional art and crafts of Kabylia, which reflect the rich and varied history and culture of Berber people in Algeria, are abstract. They are a pure creation of the mind, guided by a deep instinct rooted in ancestral beliefs and traditions. Moreover, Berber traditional art is a "primitive" art where the artist used to produce everything with his hands for himself. The traditional objects such as pottery, jewelry and carpet are folk art and crafts (specialized and paid labor).

Two kinds of traditional activities can be distinguished. Some of them are exclusively perceived as feminine activities, generally intended for domestic use, such as basketry, weaving and others as masculine activities, such as reed basketry, woodworking or wood carving whose products are the subject of a trade, and are created by specialized craftsmen.



Basically, Berber (manual) arts, including artisanal techniques, which consist in pottery, Berber carpets, jewelry making, weaving, embroidery, woodworking and basketry to name just a few, have been transmitted over space and preserved over time, from generation to generation, from father to son. However, these noble handicraft trades have taken a different turn nowadays, particularly with the new male generation, who is moving to cities (to improve their standard of living), and hence leaving the traditional crafts.



In this regard, each Kabyle or Berber village is generally specialized in manufacturing its own handicrafts, marked by both authenticity and quality. In the different places of production, the traditional Berber pottery manufactured, including plates, (water) pots and jars, bowls, jugs and candleholders, etc. is intended either for domestic use or for commercial purposes. It is usually ornamented with geometric patterns and Berber symbols. These potteries are made by hand using ancestral modeling and firing techniques.

Similarly, traditional rugs or carpets are famous for their geometric patterns and vibrant colors too. They are hand-woven by Kabyle women and each rug tells a unique story through its designs and colors.

Concerning traditional Kabyle embroidery, it is a sophisticated art that is usually found on traditional clothes, such as Kabyle burnous and dress. The intricate patterns and varied embroidery stitches make Kabyle embroidery meticulous and accurate work.

As for Kabyle jewelries, they are famous for their finesse and beauty. Traditional Kabyle jewelry, more particularly Ath Yenni's jewelry is strongly believed to be unique and highly appreciated compared to other villages of Tizi-Ouzou. It includes necklaces, earrings, bracelets and fibulae decorated with floral and geometric designs. As for the white jewel without enamals, it is found in Boghni.

Kabyle artisans are known for their know-how in basketry. The latter in esparto grass and raffia is practised by women, whereas reed basketry is practised by a skillful male workforce. Indeed, baskets, chairs, bags and woven mats are made from natural materials, such as rush and reed.

Weaving is a family activity meeting domestic needs. The weavings' ornament varies from one village to another. In terms of Berber identity, the burnous and Kabyle dress are two significant traditional Kabyle clothing. The former is a traditional coat worn by Kabyle men, notably during his wedding, made of wool and worn over other clothes, and the latter, takilt, is a traditional long, loose-fitting garment dress, worn by women. Futa, a wrap-around skirt, made from a colorful fabric, worn by Kabyle women, is also a crucial piece of Kabyle women clothing.

As aforementioned, woodworking is an exclusively male activity. It consists in sculpting objects from wood, and these sculptures are materialized on furnitures. In the past, Berber sculptors and carpenters used traditional hand tools: a side axe, turning hook tools and a foot-powered pole lathe to make valuable objects, but today, they are using modern woodturning tools to generate different forms.

As aforementioned, woodworking is an exclusively male activity. It consists in sculpting objects from wood, and these sculptures are materialized on furnitures. In the past, Berber sculptors and carpenters used traditional hand tools: a side axe, turning hook tools and a foot-powered pole lathe to make valuable objects, but today, they are using modern woodturning tools to generate different forms.

To conclude, despite the extinction of some ancient activities, such as saddlery and production of kitchen sieves, all the aforementioned forms of traditional art and crafts of Kabylia are not only beautiful in terms of aesthetics, but also have great cultural and symbolic value for the Kabyle people. Thus, it is significantly important to protect and safeguard traditional craft legacy to help create, build and equip traditional craft houses in the different Algerian towns.

Better still, all these traditional jobs are passed down from one generation to another, and hence contributing to preserving the cultural heritage of Kabylia, and necessarily that of the united and indivisible Algeria.

This, in fact, is in line with one of the eminent Algerian anthropologists, Mouloud Mammeri's claim: *"You make me the champion of Berber culture and it's true. This culture is mine. It is also yours. It is one of the components of Algerian culture; it contributes to enrich it, to spread it, and in this way, I want (as you should do with me) not only to maintain it, but to develop it as well."*



Talking Business with BIA



AMB DESHOLA HELEN ONADIPE

Founder/Pioneer
AFRICA CHANGE MOVEMENT

She is a trained Accountant with over 10 years of banking experience in Nigeria. She's the Founder of LADIES IN BUSINESS MAGAZINE GLOBAL. This magazine comes with a huge difference from other women's publications. Apart from the great content, it is very creative, colorful and inspiring. It comes with great positive impact on the readers. It also provides freelance opportunities for business promotions to average young female business owners around the world. The magazine also create necessary avenues and platforms for them to be SEEN, HEARD and RECOGNIZED.

Adeshola Onadipe is an intelligent, female activist, hardworking and principled lady who is the voice of the young female entrepreneurial movement in Nigeria and beyond. She doesn't take NO for an answer and she is extremely passionate about anything and everything that has to do with women. She's based in Lagos, Nigeria and Dubai, UAE. And she can be reached and contacted from any of her social media platforms. Initiator - S.H.E AWARDS Global Inc. which she extended from Nigeria in 2019 to a global standard. The award is meant to recognize, appreciate and reward female entrepreneurs globally. Even those in the corporate world are not left out. And now, she has done the S.H.E GLOBAL AWARDS in United Arab Emirates, Turkey, Ghana, Paris and still counting.

Business owners in 2024 face a dynamic and fast-evolving landscape. Here are some key attributes and strategies that successful business owners will likely embody:

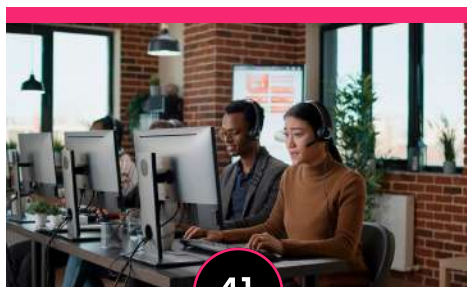
1. Tech-Savvy

- Embrace Digital Tools: Utilize AI, automation, and data analytics to optimize operations and make informed decisions.
- Cybersecurity Awareness: Implement robust cybersecurity measures to protect sensitive data.



2. Customer-Centric:

- Personalized Experiences: Use customer data to offer tailored products and services.
- Exceptional Service: Prioritize quick and effective customer service across multiple channels.



3. Adaptability:

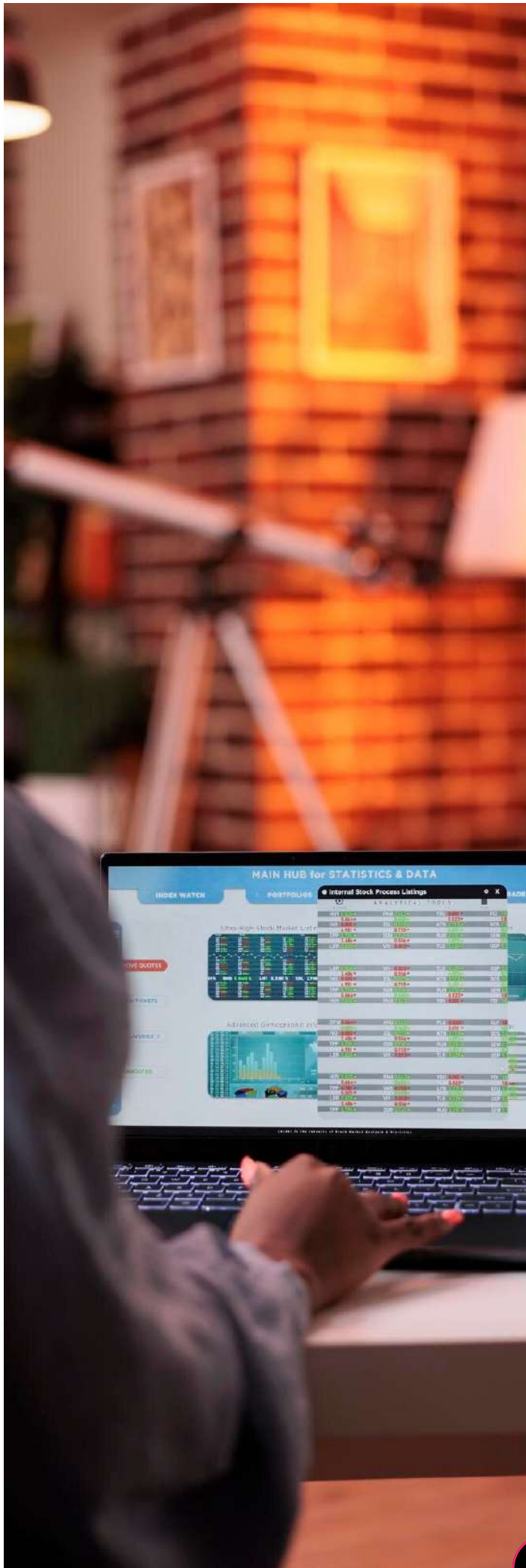
- Agile Mindset: Be prepared to pivot and adapt to market changes and new opportunities.
- Continuous Learning: Stay updated with industry trends and invest in ongoing education.



4. Sustainability Focused:

- Eco-Friendly Practices: Incorporate sustainable practices into operations and product offerings.
- Transparent Communication: Clearly communicate sustainability efforts to customers and stakeholders.





5. Flexible Work Environment:

- Remote Work Support: Implement policies and tools that support remote and hybrid work models.
- Employee Well-Being: Focus on creating a healthy work-life balance and supportive workplace culture.



6. Financially Prudent:

- Cash Flow Management: Keep a close eye on cash flow and manage expenses wisely.
- Diversified Income Streams: Explore multiple revenue channels to mitigate risks.



7. Innovative:

- Encourage Creativity: Foster a culture of innovation and encourage employees to think outside the box.
- Invest in R&D: Allocate resources for research and development to stay ahead of the curve.



PARENTING



Luz Maria Villagras Surco

Founder of Positive Living UAE

My passion is to guide individuals toward their fullest potential, I'm honored to share my expertise and knowledge with people that need help.

I am educated by leading experts in the field is Psychotherapy and mental Health. People such as:

Marisa Peer - RTT Method (Rapid Transformation Therapy)

Dr. Shefali Tsabary PhD. - Conscious Parenting School

Dr. Gabor Mate - Leading Healer and Psychotherapist - Compassionate Inquiry Method

Dr. Richard Schartz - Internal Family System Founder

Dr. Daniel Siegel - Expert in the Brain Child Development

Richard Bandler - Creator of Neurolinguistic Programming

I am a Certified Clinical Hypnosis Therapist, Master in Neuro-linguistic Programming, Certified Conscious Parenting Coach, Certified Imago Couple Therapist, and a Compassionate Inquiry Psychotherapist.

My mission is simple: to deliver impeccable services that empower my clients to overcome challenges and thrive in their lives.

With my diverse skill set, I specialize in assisting individuals and couples in navigating a wide range of issues, including emotional imbalances, childhood traumas, irrational fears, panic attacks, anxiety, stress, PTSD, public speaking anxiety, depression, ADD/ADHD, domestic issues, and addictive behaviors.



How can Parents have effective Tips to resolve "Parent-Child Conflicts"

Navigating the turbulent waters of parent-child conflicts can be daunting. As parents, we often find ourselves in the throes of an argument with our little ones, feeling lost in a sea of emotions and

defiance. Yet, understanding the art of argument and conflict resolution is crucial for both parents and children. It's not just about maintaining peace at home. It's also about equipping our children with skills that will benefit them throughout their lives. Today's article examines how conflict readies children for life's challenges, along with effective strategies for navigating and resolving parent-child disagreements.

Why do we need conflicts with kids? Is that healthy?

The Necessity of Conflict for Authentic Living!

Far from being inherently negative, conflict is an essential aspect of human interaction and a cornerstone of living authentically. Being authentic—in tune with one's self—is vital for personal happiness. Conflict introduces individuals, especially children, to the complexities of asserting boundaries and expressing a clear "no" when necessary. Through navigating disagreements, children can develop and hone their conflict resolution skills. By learning to deal with conflict effectively, they also learn to interact with the diverse belief systems, personality traits, and habits that they will encounter in social settings throughout their lives.

Why do we need to foster "Conflict Resolution Skills in Children"

The ideal parental role in sibling conflicts is not that of a judge but that of a mentor and mediator. A Nurturing parent guides their children towards a peaceful resolution, employing assertive yet non-punitive language, and encouraging mutual understanding and empathy. By creating a supportive environment for resolving disputes, parents provide a model for resolving future conflicts that their children can carry into adulthood.

As children become adept at handling conflicts, they are setting the stage for a lifetime of authenticity, self-confidence, and interpersonal respect. They grow into adults who possess the ability to maintain strong principles and boundaries, and who approach challenges with tolerance and kindness. In this way, the skills acquired through early experiences with conflict become invaluable assets that children will leverage throughout their entire lives.



Lets Understand Healthy Disagreement vs. Disrespect

Recognizing Healthy Disagreement

Kids have their own unique ways of showing what they need. But because they're still learning how to handle their feelings, it can be tricky for adults to get the message. Sometimes, what's really a cry for help or understanding might come off as them just being stubborn, defiant, or disrespectful. However, it's essential to discern a child's request from disrespect. When a child disagrees, it presents an opportunity for parents to practice empathy by explaining their decisions and recognizing the child's right to feel upset. This approach encourages children to share their feelings honestly without resorting to rudeness. Emphasizing the lesson that it's okay to 'agree to disagree' teaches respect for differing opinions without belittling their emotions, which are often a result of their still-developing cognitive abilities.

We (parents) MUST EVOLVE, our Parental Responses

As society reevaluates the meaning of defiance, parents are called upon to provide assertive, empathetic guidance, establishing clear boundaries and correction when needed, all from a place of love and understanding. The transformation of parenting approaches from traditional to more conscious practices has led to a greater understanding of children's need to be heard. Modern parenting techniques embrace a mutual exchange of respect, valuing the child's perspective. When faced with what seems like defiance, a parent can consider whether children need connection or correction and respond appropriately. Parents should strive to offer guidance rooted in empathy, empowering their children to make and learn from their own mistakes within a safe environment.

Strategies for Logical Argument Development

Engaging children in logical thinking is challenging due to their natural tendency towards emotional responses. Until around age 18, their brains are more emotion-driven. Recognizing this helps parents avoid labeling children as 'good' or 'bad' based on emotions. Instead, understanding these reactions as part of their developmental journey, especially during the hormone-driven teen years, is crucial.

Modeling Accountability

Remember, parenting isn't about perfection but about showing your child that making mistakes is part of being human. Children learn more from our actions than our words. When they see us handling our errors with dignity and a willingness to improve, they learn to do the same. By sharing our human moments, we teach them that honesty, effort, and growth matter more than flawlessness. Parents who lead with humility and honesty inspire their children to embrace their own stories, imperfections included.

How can we, Ensure Constructive Outcomes in Parent-Child Arguments?

Navigating the complex waters of parent-child arguments requires a delicate balance of understanding and clarity. It's essential to approach such discussions with strategies that prioritize mutual respect and thoughtful communication. Here are key tactics to ensure that every argument concludes with both you and your child feeling heard and valued:



Listen More, Judge Less: Cultivate the habit of active listening during conflicts, seeking to understand and empathize with the other's perspective, even if it doesn't align with your own.

Empathize, Then Speak Assertively: After connecting with empathy, communicate with confidence and compassion to find common ground that honors both sides of the story.

Stay Calm and Communicate Clearly: Share your views without letting emotions take the lead. Pause, breathe, and center yourself to ensure that your words are delivered with poise and assertiveness.

The School of Parent by Positive Living UAE

Fostering effective argument skills in children involves active listening, empathetic interaction, and controlled, assertive dialogue. These practices not only smooth over parent-child disputes but also equip young minds with the tools for constructive debate and problem-solving, thereby reinforcing the parent-child bond and preparing them for successful communication in all areas of life. Discover the path to harmonious family dynamics with Positive Living UAE. Our expert-led workshops and personalized parenting coaching sessions are designed to equip your children and adolescents with robust conflict-resolution skills. Take the first step towards fostering a nurturing environment for your family's growth — connect with us at Positive Living UAE today.



Presents



THEME:

**THE QUEEN OF
SUSTAINABILITY**



22&23 NOV 2024



**NORMANDY HOTEL,
PARIS**

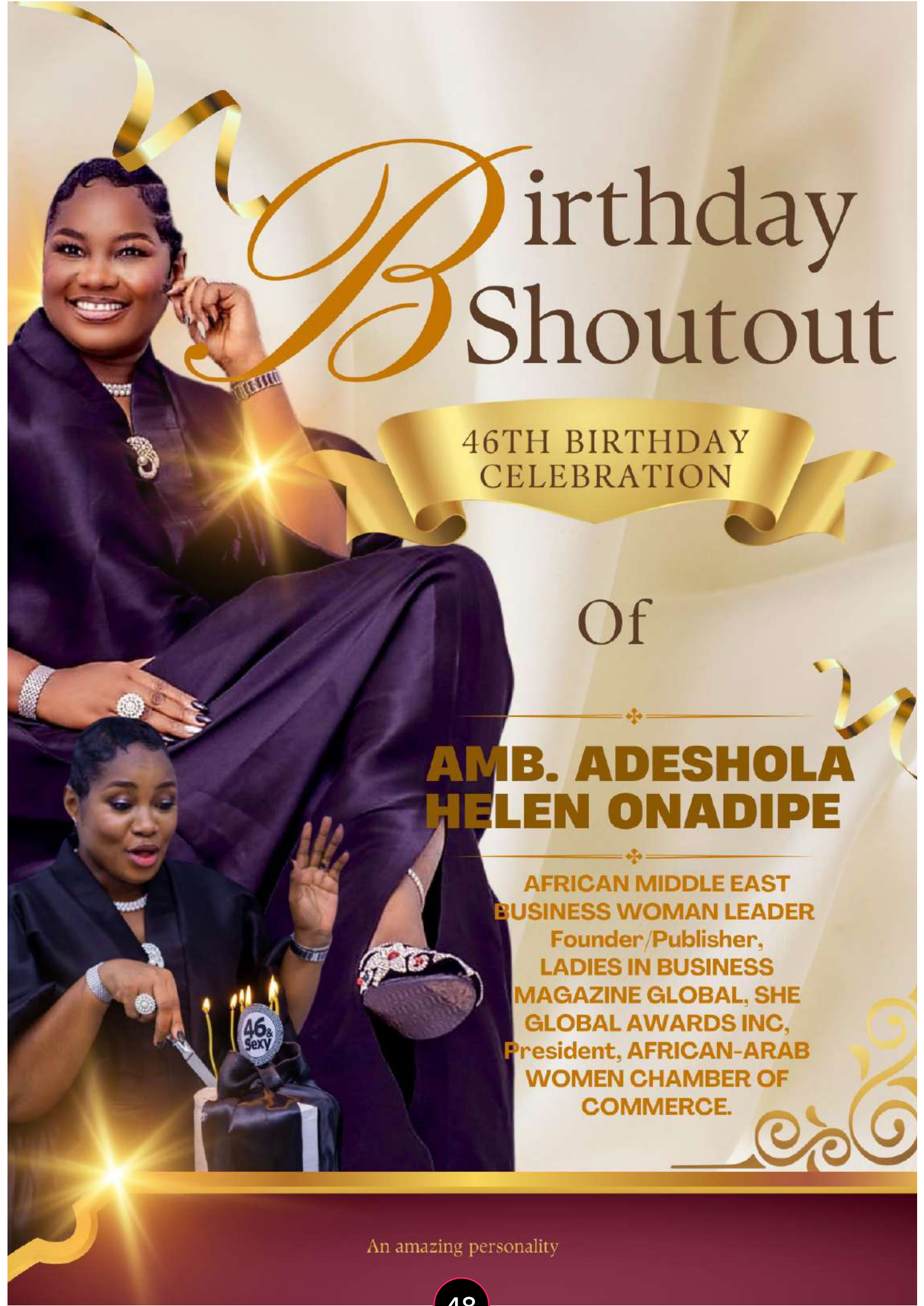
HOST

DRESS CODE: QUEENSLEY

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Birthday Shoutout

46TH BIRTHDAY CELEBRATION

Of

AMB. ADESHOLA HELEN ONADIPE

AFRICAN MIDDLE EAST
BUSINESS WOMAN LEADER
Founder/Publisher,
LADIES IN BUSINESS
MAGAZINE GLOBAL, SHE
GLOBAL AWARDS INC,
President, AFRICAN-ARAB
WOMEN CHAMBER OF
COMMERCE.

An amazing personality





Young Female Leaders



Zulfa Adam Khalfan

Zulfa Adam Khalfan is a visionary award winning leader and a dedicated educator holding a Bachelor degree of Education from Muslim University of Morogoro with a proven track record in business consulting, NGO management, and network development. As Founder and Director of Muslimah Boss Network (MBN) and Director at Humans in Need (NGO), she has spearheaded initiatives that empower entrepreneurs and support vulnerable communities across East Africa.

Zulfa is a proud owner of Gifts plaza ,a renowned gifts shop specializing in customized gifts wrapping , gifts consultancy and awards designing and delivery for individual and events. Gifts plaza is celebrated for it's curated gifts of all kinds including Mahr packages and creative invitation and gift cards.

Zulfa's strategic acumen and commitment to transformative leadership are reflected in her ability to drive organizational growth and foster impactful community engagement.

Contact details .

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Phone Number : +255 712 267 232
Dar es Salaam, Tanzania

The Journey of Zulfa Adam Khalfan:

In the realm of leadership, few symbolize the blend of vision, dedication, and impact as distinctly as Zulfa Adam Khalfan. With a wealth of experience extend across various sectors, Zulfa has carved a path marked by transformative leadership and community empowerment.

Zulfa Adam wears many hats as business consultant, sales strategist, social media strategist, coach , mentor , a professional teacher , entrepreneur and a proud mother .

Zulfa Adam Khalfan's journey as a dynamic leader began long before her current roles. Since December 2015, she has served as a Business and Self Development Consultant, leveraging her extensive background to guide individuals and teams towards remarkable growth. Her consultations have consistently proven instrumental, enhancing business acumen and personal development by over 60%.



In September 2018, Zulfa assumed the role of Director at Humans in Need (NGO), a non-profit organization dedicated to supporting the less fortunate through strategic initiatives. Under her stewardship, the organization has achieved significant milestones, including a 30% reduction in dependency through sustainable business ventures. Zulfa's hands-on approach includes meticulous planning and execution of monthly projects aimed at providing essential aid to those in need, ranging from food and clothing distribution to the development of vital community infrastructure like water wells and educational facilities.

Simultaneously, since November 2020, Zulfa has been the Founder and Director of Muslimah Boss Network (MBN), an innovative platform connecting Muslim women in business across East Africa. Through MBN, she has facilitated monthly training sessions on business and personal development, resulting in a 50% increase in entrepreneurial success among program participants. Zulfa's strategic competence is evident in the implementation of a comprehensive annual activity calendar, ensuring organizational efficiency and the successful coordination of key events such as the Annual Business Summit and the inaugural Boss Workshop scheduled for October 2024.

Zulfa Adam Khalfan's leadership is defined by her ability to foster strong relationships, drive marketing initiatives, and develop innovative solutions to complex challenges. Her role in linking MBN entrepreneurs with valuable networks and mentors has led to a 70% success rate in securing exclusive invitations to national events such as the Clean Energy Conference on 10th March 2024 which was organized by the National Economic Empowerment Council thus expanding opportunities for growth and collaboration within the business community.

Awards & Recognition

In recognition of her outstanding contributions, Zulfa has been honored with several prestigious awards. She was awarded the Sister in Iman Award 2024 for her exceptional leadership and dedication to community service.

In March 2022, she was honored with the “One of the 100 Most Influential Tanzanian Muslim Awards” by Pink Hijab Initiatives, recognizing her impact and influence within the Tanzanian Muslim community.

In October 2023, Zulfa received the Best Leader Award from Muslimah Boss Network, further affirming her exceptional leadership qualities.



In February 2024, Zulfa was awarded the “Mwanamke Bora katika Biashara Zinazoinua Wengine” (Best Woman in Business Empowering Others) at the Ladies in Islam Awards 2024, celebrating her role in uplifting and empowering women through entrepreneurship.

In March 2024, she received special recognition for her outstanding role and achievements as a Muslim woman in economic empowerment at the Sisters in Imaan Muslim Women Awards 2024.



In every level of her career, Zulfa Adam Khalfan embodies the essence of leadership through service and innovation. Her journey from consulting and NGO leadership to pioneering network creation underscores a commitment to empowering communities and driving sustainable change. Zulfa continues to shape a future where inclusivity and growth converge, setting new standards for effective leadership in the modern landscape.



FASHION & LIFESTYLE



MODUPE OMONZE

Culture-fusion fashion designer

Culture-fusion fashion designer and founder of Runway Dubai, Nigerian-born Modupe Omonze is surely an inspirational woman in fashion.

Her fascination with costume design and travel is the inspiration behind her work. Having studied the rich culture and heritage of the people of Trinidad and Tobago, Colombia, as well as that of the United Arab Emirates, she created her Afro Arabian aesthetic. It is no surprise that she has been dubbed a "culture fusion genius."

Runway Dubai, which she launched in 2013, is an event she created for up-and-coming designers to showcase their work. This annual show quickly gained recognition for being a platform for future trendsetters as well as for the initiatives it promotes such as autism, Down syndrome and breast cancer. Endorsed by industry giants and celebrities around the world, Runway Dubai is a fashion platform that also provides exposure for creative talent and undergraduate fashion students through intense fashion workshops and mentorship programs.

Modupe Omonze continues to make a difference with her love for fashion and humanity as her platforms promote ethics, inclusivity and diversity. She is an entrepreneur to watch and aspire to as she breaks boundaries and building a great fashion network.

FASHION

There is something graceful and mysterious about a woman dressed modestly especially on her big day. I am not only referring to weddings, but significant occasions and milestones. There is always a sense of confidence and

contentment that comes with simplicity. In this modern day, in our modern world, a modestly dressed woman is set apart by her choice of clothing and the way she carries herself.

I have always admired the sophistication in simplicity. It is a language that certain designers believe in, and know very well.

I love the fact that minimalism in the world of fashion design, are timeless and sustainable.

Modest wear is truly for the rebels, the ones who respectfully pass on trends, but settle for taste and perfection.

When I moved to the U.A.E, I was fascinated by the way the local ladies would dress.



A simple black dress would glide along with the wearer exuding grace and confidence. This was evident even under a veil. I could still sense the pride and contentment in their culture and style.

I quickly immersed myself in the Emirati culture. I was privileged to have been invited for numerous traditional weddings in Dubai.

My drawing board was full of ideas.

It did not take me long to design a capsule collection which sold out quickly.



A variation of strapped corsets with sleeves, soft tulle partly covered with beaded laces. It is interesting how modesty empowers one, a reflection of strength and virtue.

When i was asked to design a dress for the reigning queen, miss Nigeria U.A.E 2023/24 I knew what would suit her perfectly. She is a beautiful and confident woman who is aware of her beauty and style.



I wanted something timeless for this beauty. The perfect silhouette for her frame, and generous use of fluffy tulle is undoubtedly a timeless piece for this timeless beauty.



This is a statement piece that would inspire others to embrace their own sense of style and individuality.



MEN'S CORNER



Dr. Ebiekure Jasper Eradiri

Global Chief Enterprise Officer,
SureAid Africa Holdings

Ebiekure Jasper Eradiri is a Nigerian who has served in various capacities in the government and private sector. He is the pioneer and Founding Secretary-General of the All Africa Association for Small and Medium Enterprises (AAASME). He was the Director-General of the Bayelsa State Microfinance and Enterprises Development Agency. He is a member of the World Association for Small and Medium Enterprises (WASME). He is a board member of BDIC Organic Polymers Ltd and Bayelsa Enterprise Hubs Management Limited. He has been Senior Special Assistant to Sub-national on SMEs and Technical Advisor on Economic development and Liaison to Governors of Subnational governments in Nigeria. He's a Business Management Consultant and Superintends over SureAid Africa Holdings, a private sector group of companies dealing in Finance, Technology, Trade, Global Market Aggregator Provision Services, Real Estate Development & Management, Training and Engineering capabilities. He is a Pan African advocate of the SME Revolution in Africa and a global personality as well as Speaker on subjects of SME Development.

Women in business are essential to economic growth and development for several reasons:

- 1. Diverse Perspectives:** Women bring different viewpoints and problem-solving approaches, which can lead to more innovative solutions and better decision-making
- 2. Economic Growth:** Increasing women's participation in the workforce and business ownership can significantly boost GDP. Women reinvest a large portion of their income back into their families and communities, leading to broader economic benefits.
- 3. Entrepreneurship:** Women entrepreneurs contribute to job creation and economic diversification. Supporting female entrepreneurship can lead to more resilient economies.
- 4. Talent Utilization:** Utilizing the full potential of the workforce, including women, ensures that talents and skills are not wasted, driving productivity and competitiveness.
- 5. Social Benefits:** Women in business can inspire and mentor the next generation, promoting gender equality and encouraging more women to pursue careers and leadership roles in various industries.
- 6. Improved Corporate Performance:** Companies with gender-diverse leadership tend to perform better financially. Diverse leadership teams can better understand and cater to a broad customer base.



Promoting women's participation in business can be achieved through policies that ensure equal opportunities, access to education and training, financial support, and addressing social and cultural barriers. Our Women, Our pride.... Women in Business as critical building blocks to boost economic growth.

The All Africa Association for Small and Medium Enterprises - AAASME continues to celebrate every woman especially the Women in business. The 2024 International Women's Day pre-event webinar engagement by AAASME was used to celebrate the resilience of Women SMEs, Women entrepreneurs and women in business generally. While still relishing our International Women's Day Pre-Event Webinar held virtually on Thursday, March 7, 2024 with the intention of sensitizing everyone as well as inspiring Inclusion, galvanising Women in Social Enterprise and Innovation. The interactions were simply awesome with new learning curves.

The aforementioned Pre-Event which is another novel initiative from All Africa Association for Small and Medium Enterprises -AAASME, was a side program heralding the commencement of 2024 International Women's Day themed, 'Investing in women: Accelerate progress'.

This special day globally recognises Women right to decent work and gender equality. Thankfully these are not strange to us in AAASME.

Here are some marble quotes on women worthy to take to heart:



"Amazing things happen when women help other women."

The day will come when men will recognize woman as peers, not only at the fireside, but in councils of the nation."

A woman with a voice is, by definition, a strong woman

As women achieve power, the barriers will fall

It is indeed our prayer that as we continue to invest in Women to Accelerate Progress, they too would become mighty tools who invest in and empower other women.

It is imperative to now dive deep into why Women are out pride and Women in business are critical building blocks for economic growth of any Nation.



The UN systems have made the Gender bias one of its 2030 Sustainable Development Goals with strong lobby to promote Women in business as well as women led SMEs. It is known that if you build a woman economically a Nations growth is accelerated because Women are the Fulcrum of the family traditionally and their roles to raise children, stabilise the family make them unsung heroes. Interestingly, our findings align with Financial institutions observations that when loans are given to women, they have a better record of repayment with activities that impact in given Societies. Around the World Women in business are seen to possess great business acumen and leadership abilities even in politics. The industrious nature of Women with roles supporting Africa's SME ecosystem documented in high demographics thus making the African Union Department for Women, Gender and Youth to presently pursue vigorously the the 10-year plan of action for Women, Youth Financial and Economic inclusion (WYFEI) initiative from 2020-2030 which aligns with the UN Global Call amongst others to strengthen Women give them their pride of place on a seat at the table to help make the World a better place.

In conclusion, every Man is born of a Woman and nurtured by a Woman to success. Our Continental organisation AAASME plays active roles in celebrating our Women, Our Pride in Africa and would continue in that direction with our annual flagship event Limelights and Flowers for our Women who are shaping tomorrow's world.

We recognize the critical role that women play in driving economic growth, fostering innovation, and promoting sustainable furthermore, we acknowledge their resilience, strength and commitment as Home makers, SME operators, dreamers and goal getters.

At AAASME, we believe Women ought to be celebrated everyday, their leadership roles are in plane sight Not as "Iron Ladies" but "Women of Steel". It is for this reason that we take delightful joy in honoring these fearless change makers working alongside as a team, paving the way, setting the pace, shattering glass ceilings to ensure brighter future of a family, society and Nation.



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DR KABIR K.V
Board of Directors, NABD
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GUEST SPEAKERS



JUHI YASMEEN KHAN
Founder/Managing Director
JYK COMMUNITY AND
HOSPITALITY SERVICES



MRS LINDA M. BENALLAL
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COVENER

AMB. ADESHOLA HELEN ONADIPE
AFRICAN MIDDLE EAST BUSINESS WOMAN LEADER
Founder/Publisher, LADIES IN BUSINESS MAGAZINE GLOBAL,
SHE GLOBAL AWARDS INC, President, AFRICAN-ARAB WOMEN
CHAMBER OF COMMERCE.

MODERATOR

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The Professional Woman



Barrister Grace Seyi Garbson

Lawyer

Barrister Grace Seyi Garbson is a seasoned lawyer with an LLB, BL, LLM, and is currently pursuing her PhD. She is the Founder and CEO of Grace View Homes & Properties Ltd, a leading real estate company in Nigeria with over seven estates in Abuja and a team of more than 100 staff. She also established the Grace View Compassionate Foundation, an NGO supporting litigation and empowering women, girls, and vulnerable individuals facing gender inequality and violence. As a prolific author, she has written influential books including *Woman of Mastery*, *Land Banking & Its Yields*, and *Woman Rise from Grass to Grace*. Barrister Garbson is a passionate advocate for women, a dedicated wife, and a loving mother of four, known for her calm demeanor, empathy, and problem-solving skills. Her contributions continue to inspire and make a lasting impact in the real estate industry and beyond.

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THE PROFESSIONAL WOMAN: BUILDING RESILIENCE AND PERSEVERANCE

In the dynamic and often turbulent trends of our today's business, professional and social life, it is hard not

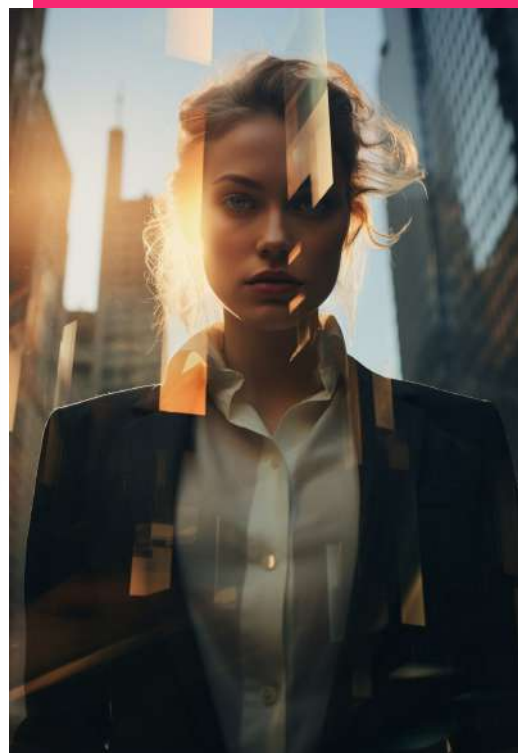
to see why resilience and perseverance has become a frequently used word; Resilience is a beacon of hope for individuals seeking to thrive amidst adversity. In recent times, this has become increasingly true for women, who face a unique set of challenges in both their personal and professional lives.

In order to move beyond the buzz, we have to understand that resilience and perseverance are not just beneficial; they are critical for sustained success, and in some cases, continuity. The state of the global economy has become an emergency, and hence the urgency for every woman who wants to stand out and have a voice in all she does to make a living in adding resilience and perseverance to her trade. This is very important, if success, brilliance and distinction is what her goal is. It is a globally proven fact that a successful woman is that woman who stands tall in all facets of her life, she is not deterred by the distractions and discouragement that confronts her daily, her goal and vision is to get to the pinnacle of her profession, and this she must do by being persevering.

In a professional context, understanding resilience and perseverance is essential for career longevity and advancement. Women have the opportunity to build resilience and perseverance because it is an inbuilt trait that comes with being a woman, all the essence of womanhood shows perseverance and resilience, birthing children demands so much consistency, perseverance and resilience, because if a woman is not any of this, it will be difficult to even become the essence of what she was created to do. So I tell women everywhere I go to boost their resilience and perseverance skills. In my book *the woman of Mastery*, I talked about resilience, being a strong tool in becoming a woman of mastery, a professional woman who can master her craft and become that woman who breaks glass ceilings, is a resilient woman, she must persevere, she must push and continue to push till she becomes all she ever dreams of becoming.



Perseverance can be denoted as persistence, resoluteness, determination in accomplishing a goal or objective in defiance of, notwithstanding, and undeterred by challenges, difficulties, or delay in reaching a goal.



We are steadily, even though very slowly, breaking glass ceilings. Yet, women continue to be underrepresented at the highest levels of leadership. A significant part of this gap can be attributed to the perception and sometimes reality of an unfair resilience deficit. We need to build a class of women who will continue to stand steadfastly in what they believe to be their goals and vision, push very hard, stay resilient and persevere in every aspect of their lives, this will create a society of women who do not give up, a society of women who build generational wealth by being undaunted and unwavering.



Let us become women who stands tall, diligently qualified for every form of leadership even at the highest cadre of Government, career and business

To anyone reading this right now, who faces setbacks or hindrances and challenges in achieving their dreams - please do not give up. The generations of women who came before us always looked behind to see who was there, who needed help, and they pulled them up. When there was no opportunity, they created one to make our path much more accessible. They were only able to do that because they persevered. Therefore, we must continue to develop new opportunities for the next generation of women that will need our help to shatter the glass ceiling.

I will end by saying that, it is not the woman that starts or commences a journey that gets the baton, it is not she who runs first and takes off first that wins the race or becomes a successful woman, it is she that perseveres and consistently stays motivated, falling and rising up again, falling and learning from her failures and building up new strategies to stay focused and not give up that will eventually win. Remember that life happens to everyone, to every woman under the face of this earth, life will happen to her, but when this happens, remember to pick up the pieces of your fall and jump start your journey into success.

"Courage does not cry; it does not yell nor bark. Rather, courage is that quiet and still voice that plainly says to get up and try again tomorrow. (Grace Seyi Garbson esq.)





EVENTS & HAPPENINGS

THE 10TH AFRICA INVESTMENT FORUM & COMMERCE CONFERENCE ALGERIA.



The diverse perspectives and experiences shared during the event contributed to a rich and dynamic dialogue, furthering our collective understanding of the investment and commerce landscape in Africa. Both my panel sessions and networking sessions are quite engaging with fellow delegates from different parts of the continent. It exemplified their commitment to building connections and driving collaboration across borders. These interactions are essential for forging partnerships and advancing the shared goals of economic growth and development in Africa.

The 10th Africa Investment Forum & Commerce Conference served as a platform for innovation, knowledge sharing, and relationship building, and my presence played an integral role as the President of the AFRICAN-ARAB WOMEN CHAMBER OF COMMERCE. My dedication to advancing the economic agenda of African women was discussed, and I am deeply grateful for the opportunity this conference provided me with valuable insights, networking opportunities, and inspiration for future endeavours in the realm of investment and commerce in Africa. I am optimistic that the connections made and discussions held during the conference will pave the way for impactful collaborations and initiatives in the years to come. Thank you, Mr PRESIDENT, CAAID(CENTER AFRICAN INVESTMENT DEVELOPMENT) Amine Boutalbi, for your unwavering commitment to the advancement of Africa's investment landscape.

The 10th Africa Investment Forum & Commerce Conference in Algeria was truly appreciated, and I look forward to the possibility of collaborating with you further in the future.

Algeria is already looking great for me for future collaboration and networking for women's programs, conferences, and empowerment.

Amb. Adeshola Helen Onadipe
AFRICAN MIDDLE EAST BUSINESS WOMAN LEADER
Founder/Publisher,





Your Business & Your Finance



Dr. Sarah Samuel Amana
Finance Expert

Dr. Sarah Samuel Amana is a renowned personal finance expert recognized for her work empowering individuals to make informed financial decisions and build generational wealth. An award-winning speaker in Nigeria, she is a member of the Atlanta Black Chamber, the Institution of Productivity and Business Innovation Management, and Forbes BLK community. Known as the "Rich Aunty," she founded Rich Aunty Finance Limited, a platform dedicated to financial literacy. Sarah provides personalized coaching to help people save, manage, and multiply their money. She holds numerous accolades, including being the Ambassador for peace in Nigeria, the woman of Excellence Award by the Women Economic Forum, the Financial Content Creation Award by African Voice Magazine, and several others recognizing her contributions to diversity, inclusion, and financial services. Sarah also holds a Doctorate in Transformational Leadership and Financial Management from ILMMD and certificates from McGill University and the United Nations Institution of Training and Research. Her influence spans over 10 countries, impacting thousands through social media and direct mentorship, leading to significant financial growth for many women.

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FINANCE

Leading with Financial Confidence:

Empowering Women Executives to Navigate and Thrive

Women executives are breaking down barriers, smashing glass

ceilings, and redefining what it means to be a leader in today's quickly changing corporate scene. Nevertheless, despite their successes, women in the workforce continue to face particular financial obstacles. This article examines how female executives can make the most of their abilities, backgrounds, and fortitude in order to confidently overcome obstacles and become influential figures in the financial sector.



1. Developing Financial Literacy:

The first step towards being an empowered woman is accruing knowledge. Investing in professional development opportunities, such as workshops, seminars, and mentorship programs, gives women executives the tools to make informed financial decisions and navigate complex market dynamics. Education is the key to empowering women executives with the financial knowledge and skills needed to excel in leadership roles. Education and training are essential tools for women to enhance their financial literacy and navigate the complexities of the global economy. By investing in continuous learning, women executives can position themselves for success and make informed financial decisions.



2. Embracing Diverse Perspectives in Leadership:

Women contribute various perspectives that enhance conversations and decision-making procedures in the boardroom and elsewhere. Organizations not only foster a more equitable workplace culture but also unlock the full potential of their female executives in driving financial success. Recent research indicates that businesses with diverse executive teams in terms of gender are 21 percent more likely to see above-average profitability. This demonstrates the real advantages of diversity in fostering creativity and financial success in businesses. Diversity of thought, experience, and perspective is not only good for business; it's essential for success in today's complex and interconnected world.



3. Harnessing the Power of Networks:

A key to success in the corporate world is networking. Women executives can leverage their networks to access mentorship, career advancement opportunities, valuable industry insights, and potential partnerships. By cultivating strong relationships within their industry circles, women can expand their influence and amplify their impact in the financial sector. A survey conducted by LinkedIn revealed that 85% of professionals found networking to be crucial for career success. According to the famous saying, "Your network is your net worth". Cultivating meaningful relationships with mentors, colleagues, and business executives can lead to new opportunities and promote professional development.



4. Balancing Career and Family:

By embracing their roles as caregivers and breadwinners, women can bring a distinctive perspective to financial decision-making and leadership. Many women in executive positions balance their rigorous work with their roles as mothers and wives. Almost 50% of the worldwide workforce consists of women; however, they are still primarily responsible for providing care at home. Resilience, adaptability, prioritization, and efficient time management are necessary to strike a balance between the demands of a demanding job and family responsibilities. It's more important to make decisions that are consistent with your priorities and values than it is to have it all. By embracing their distinctive skills and forging their own paths, women can succeed in leadership positions.



5. Breaking Barriers and Overcoming Bias:

Women still encounter systematic, persistent barriers and biases in the corporate sector, notwithstanding advancements. The road to financial leadership is frequently paved with challenges, ranging from disparities in gender pay to restricted access to capital and investment opportunities. Women executives must together advocate for themselves and clear the path for upcoming generations of female leaders. It is imperative that female CEOs persistently confront prejudices, advocate for gender equality, and clear the path for the future generation of female leaders.

In conclusion, women executives possess the talent, drive, and determination to excel in the financial realm. Through embracing diversity, making educational investments, utilizing networks, striking a balance between work and family, and confronting prejudices, women may assume leadership roles with financial assurance and build a future that is more egalitarian and inclusive. As we continue to champion women's leadership in finance, let us empower women executives to thrive, innovate, and inspire positive change in the world of business and beyond.





THE SHE GLOBAL AWARDS INC GHANA EDITION



The SHE Global Awards Inc. hosted a Ghana Edition celebration on April 12th and 13th. This event is part of the broader SHE Global Awards initiative, which celebrates the achievements of women across various fields globally. The Ghana Edition included recognition of outstanding women leaders, professionals, and entrepreneurs in Ghana, highlighting their contributions to society and their respective industries.

Organised annually by Ladies in Business Magazine Global, the She Global Awards is aimed at recognising and honouring women who have made indelible marks in their careers. This year's edition, which held in Accra, Ghana, honoured women from Nigeria, Ghana, Tanzania, Zimbabwe, South Africa, United Arab Emirates, United Kingdom and United States of America.

Speaking on the award event, Ambassador ADESHOLA HELEN ONADIPE, the Convener/initiator, stated that the 5th year celebration is a well-deserved recognition to all ladies and women in business, especially this time for African business women.

Amb. DR OLORI OMOLOLA AKINDOYIN OGUNWUNSI, (NIGERIA) was appointed as the VICE-PRESIDENT OF THE LINBIZ GLOBAL COMMUNITY during the event. The community is for women in business globally, where they have a common ground for networking and connections and also for bilateral trade and commerce across the globe.

While Queen Ronke Ademiluyi-Ogunwunsi, founder, Africa Fashion Week London/Africa Fashion Week Nigeria, was honoured in Philanthropist and Excellence in Creative and African Fashion category, Mary Martin London got the Outstanding Woman of Excellence in Fashion, Art, Achievers award.

Juliana Olayinka of Channels Television, UK received award in the media category. Outstanding Philanthropist of the Year award was given to Dr. Agnes Naa Momo Lartey, Member of Parliament, Krowor Constituency, Ghana while Outstanding In Business Excellence, Empowerment & Agritech Achievers award went to Dr. Moji Davids, GM/Director, Xtralarge Farms & Resorts; CEO, Mohjees Consults, and president, Women of Calibre, Nigeria.



Ms Venancia Julius Msita, CEO/founder, JSG Travellers Co. Limited, Tanzania, got the diadem for Outstanding & Excellence in Business Travels, Top Ladies in Business Category. Most Adaptive & Excellent Business Woman of the Year, Top Ladies in Business award was clinched by Dr. Jasmine Pega, chairperson, PJS Global, and global chairwoman, South Africa. Teresa Hernandez, founder, Girls of Color Take Over LLC, USA got award in Best Uprising & Impactful Women Platform, Top Ladies in Business category. Excellence in Creative Decorations & Events Management, Top Ladies in Business award went to Emma Akua Mettle, MD/CEO, Emma Akua Mettle Event Sparks, Ghana.

Princess Christiana Fajembola, CEO, Bojas, UK got the Outstanding Business Personality of the Year award, while Distinguished & Outstanding Legal Practitioner of the Year, Corporate Ladies In Business award was given to Amaka Joy Akpojevwa-Diei, Dynamic Legal Manager & Skilled Legal Counsel, UAE

The plaque for Uprising Business Lady of the Year, Top Ladies In Business was received by Mrs. Hajiya Amira Ibrahim, founder/CEO, Zandikam International Limited, Nigeria; while Outstanding & Excellent Business Woman in Logistics & Tourism, Top Ladies In Business award went to Afra Nhanhanga, director, CAG Tours, Zimbabwe.

The prize for Philanthropist & Outstanding Woman of Excellence in Technology, Spirituality & Human Right was clinched by Solape Daramola, MD/CEO, Heroes Travels & Tours, Nigeria and

USA, who also doubles as CEO, Rev 222 Inc., USA and president, Celestial Women of Courage Foundation, Nigeria and USA. With the theme: "Queen of Sustainability," the two-day event kicked off with a conference on Friday, April 12 at DorsHeaven, Accra, while the awards night was held on Saturday, April 13 at Alisa Hotel, Accra.

In her remarks at the event, the initiator of She Global Awards, Ambassador Adeshola Helen Onadipe, said that women were not celebrated enough in relation to their immense contributions to the progress of humanity, and that singular fact led to the maiden edition of the awards in Nigeria in 2018.

"As a reputation banker in Nigeria for 12 years before I moved to Dubai, I saw female

entrepreneurs that were very good in Nigeria and I said to myself, 'who is showcasing all these women, who knows them? How can we showcase all these women, where can they be seen, heard or recognised?' Hence, we started the award and held the first edition in 2018 in Nigeria.

"That award, literally, was an emotional event because I heard women saying, for the past 20 to 25 years of their career, it was the first time somebody was appreciating them that they were doing well," she stated.

Onadipe said further that, although, she relocated to Dubai, she discovered that there were still lots of career/professional women that had been left behind. "I said, no, we have to take this to the next level, and that's why I said let's have She Global Awards. So, from then on, it became an avenue for honouring women from all parts of the world."

A major highlight of the awards night was the magnificent display of Ghanaian culture and tradition, which saw cultural dancers entertaining the guests.







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Amb. Adeshola Helen Onadipe

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