



TEXTSCRIBE LLC

# 21<sup>st</sup> CENTURY WOMEN'S ENTREPRENEURSHIP & LEADERSHIP ANNUAL CONFERENCE

APRIL 21-22, 2023 | 23\* VIRTUAL TALKS

Crowne Plaza Madrid Airport, Madrid

Sponsor



Media Partner



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# PROGRAM

# WEL2023 Speakers Representations



## Luncheon Sponsor



Since 2012, the Iranian American Women Foundation (IAWF) has been empowering and inspiring Iranian American women of all ages and career paths through its nationally recognized annual Women's Leadership Conferences. In addition to these conferences, the IAWF has also expanded its philanthropic efforts to include Rising Leadership programs, mentorship opportunities, and scholarships for young members of the community.

Our goal is to provide a platform for professional and personal growth for all IAWF members and those in our local community. We welcome anyone interested in joining us on this journey.

21/04/2023 | Day 1 | Friday

Opening Ceremony | Magazine Launch

Tabletop Exhibitions |  
Networking Breaks, Book Shows

08:00 Conference Magazine Launch,  
Opening Ceremony Speech by the moderator

**Session Chairs Introduction**

**Sandy Goldstone**

The Hearts Way, Australia

Spiritual Mentor/Life Coach, Speaker, Intuitive Energy Worker,  
Artist. Live..Chang, Australia



**Thor Robledo Sandoval**

CEO, International Recovery & Collection, Mexico



**Keynote Forum**

**Dr. Tina D. Lewis**

The 2X Presidential Lifetime Achievement Award

10X Amazon #1 Best Selling Author

Founder, Global Women Speakers & #Sunday Speaker Series

09:00-09:30



**Karissa J Adkins**

Award Winning International Speaker, CEO & Founder of

365DailyHustle, 2X International Best-Selling Author, and the  
Queen of Habit Change

**Title: The Path to Financial Freedom: How to Recession-  
Proof Your Business**

09:30-10:00



# Keynote Forum

## Natasha Vaswani

Leading expert for Female Entrepreneurial Coaches To Generate Consistent High-ticket Sales, Barcelona, Spain  
**Title: Building a lifestyle business you love as a female entrepreneur**

10:00-10:30



## Debra Jonasson Young

I.H. Asper Executive Director for Entrepreneurship  
Stu Clark Centre for Entrepreneurship  
University of Manitoba, Canada  
**Title: The Women Entrepreneurship Knowledge Hub – Canadian Government Strategy on Increasing Women's Entrepreneurship In Canada**

10:30-11:00



## Refreshment Break and Networking @ 11:00-11:25

## Ugo Chijiutomi

(NLP) Practitioner, (EFT) Practitioner, UK  
**Title: Unleash the Eagle within You**

11:25-11:45



## Session 1

## Yamilca Rodriguez

TEDx Speaker, Podcaster, Author and Brand Consultant  
Founder, The Archetype Method, Personal Branding  
**Title: The Art to Creating Fame**

11:45-12:05



## Heather LaFond

Mindset & Empowerment Coach, SOAR WELLNESS LLC, USA  
**Title : You Are Limitless**

12:05-12:25



## Dawn Benjamin Sistah

Spiritual Life Coach, CEO, Sistah Encourage Me, USA  
**Title: Faith Washes My Fear to My Fortune: Faith-Vs-Fear**

12:25-12:45



**Dr. Erica Sheffield**  
Anchored 2 Teach, LLC, USA  
**Title: The Purpose Behind the Pain...Can You Relate?**

12:45-13:05



## Lunch Break and Networking @ 13:05-13:45

**Lunch Sponsor | IAWF, Iranian American Women Foundation, USA**

**Abdelrahman Ash**  
International sports and health association, UAE  
**Title: W.T.S Going on with your life?**

13:45-14:05



**Vimi Seeramsingh**  
Founder Saphalta Services Global, LLC USA  
Transformation Strategist  
Coach Consultant Speaker  
#1 International Bestselling Author on Amazon  
2022-2023 Marquis Who's Who in America  
**Title: Balance is not an opposition**

14:05-14:25



**Clara Capano**  
International Speaker, Best Selling Author and Award Winning Educator. Executive Producer/Creator, The Working Woman's Channel and Living Real TV  
**Title: Empowering Women in Business create Success on their Terms**

14:25-14:45



**Rochel Marie Lawson, RN, AHP, CMS**  
President, All Day Cable, Inc., San Jose California  
Founder, Blissful Living 4 U, San Antonio, USA  
The Queen of Feeling Fabulous  
The host of Blissful Living Podcast  
#1 International Best Selling Author  
**Title: Unlocking The Unlimited Possibilities for Sustained Business Success**

14:45-15:05



**Bea Hackula**  
President, Africa for Africa Women, South Africa  
**Title: Leadership and Governance- Building a Legacy**

15:05-15:25



## Refreshments Networking @ 15:25-15:40

## Plenary Forum

**Mariam Khosravani**

Founder & CEO, IAWF (Iranian American Women Foundation), USA

**Title: How Women can inspire and empower each other Globally**

15:40-16:10



**Session Chairs Introduction**

**Megan McDonough**  
CEO, Fox Studio, USA



**Session 2**

**Demi Paterson**

Confidenthappywomen, Australia

**Title: How to have it all as a woman entrepreneur**

16:10-16:30



**Pauline Kirk**

Founder, Femvestors Global, Singapore

**Title: How to become Financially Fabulous in 2023 and beyond**

16:30-16:50



**Dr. Judy Wright**

Co- Host, The Queens on Call podcast, USA

**Title: Self-care = Healthcare: You do not have the luxury to put yourself on the back burner**

16:50-17:10



**Rima Rafeh**

The Rafeh Group, USA

**Title: The 5 steps for self discovery to pave your path to success**

17:10-17:30



**Philip J. Aust**

University of Oklahoma, USA

**Title: Michael Scott and Authentic Leadership: What we learn about leadership from The Office**

17:30-17:50



**Closing Remarks**



# 22/04/2023 | Day 2 | Saturday

## Tabletop Exhibitions Full Day | Networking Breaks

### Panel Discussion:

“Women’s empowerment and mentoring”

09:00-10:00

Panel Chair :

**Mariam Khosravani**  
Founder & CEO, IAWF (Iranian American Women Foundation), USA  
Talk: Women’s Empowerment and Mentoring



**Bea Hackula\***  
President, Africa for Africa Women, South Africa



**Karissa J Adkins**  
Award Winning International Speaker, CEO & Founder of 365DailyHustle,  
2X International Best-Selling Author, and the Queen of Habit Change



**Joy Ogbemudia**  
Leeds Beckett University, UK



**H E. Amb. Dr. Isha Farha Quraishy**  
Title: Empower Her With Technology  
Awardee:

Ms. Universe 2019 - Solidarity  
Ms. Middle East 2019  
Ms. International 2018  
Ms. Kerala 2018

Founder & CEO IFQ Technologies, Femprenour  
Metaverse & Web 0.3 Evangelist, International Speaker



### Joint Talk

Chair Introduction  
Megan McDonough, CEO, Fox Studio, USA

**Dr. Anika Davis**

CEO, Winning Results, USA

&

**Dr. Banafsheh Azizi**

Leadership, Organizational Development,  
Non-Profit Management Expert  
Consultant and Founder of TuBee, Middle East

**Title : The Values Leadership Connection: Understanding the Synergistic Relationship between Professional Values and Organizational Values**

**Sandy Goldstone**

The Hearts Way, Australia  
Spiritual Mentor/Life Coach, Speaker  
Intuitive Energy Worker, Artist. Live..Chang, Australia  
**Title: Inner Guiding Lights for True–Self Leadership**

10:00-10:20



10:20-10:40



**Refreshments & Networking @ 10:40-11:00**

**PANEL DISCUSSIONS**

**Women in Building Strong and Profitable Organizations**

11:00-12:00

**Demi Paterson, Confident, happy women, Australia**



**Dame Isabel Jiménez, Chairwoman, MVD Invest Group SA  
Amb. Pacific Rim Chamber of Commerce & Business Council  
Investor, Humanitarian Panama, UAE**



**Karissa J Adkins  
Award Winning International Speaker, CEO & Founder of 365DailyHustle, 2X  
International Best-Selling Author, and the Queen of Habit Change**



**Pauline Kirk  
Founder, Femvestors Global, Singapore**



**Dr. Tina D. Lewis  
The 2X Presidential Lifetime Achievement Award  
10X Amazon #1 Best Selling Author  
Founder, Global Women Speakers & #Sunday Speaker Series**



**Adaobi Ezeadum**  
Founder, The Empowered Sapiens Mulier Initiative, Nigeria



## Refreshments & Networking

**Ngozi Oyewole**  
BoardChair/CEO  
Strategic Women and Youth Institute (SWYI), Nigeria  
**Title: The Role Of The Youth Entrepreneurial Skills & Policy Making**

12:00-12:20



**Marina Tognetti**  
Founder, CEO, Myngle, The Netherlands  
**Title: Women can have different perceptions of risk-successful entrepreneurs are calculated risk takers**

12:20-12:40



**Dr. Tinuade Adekunbi Ojo**  
Institute for Pan African Thought and Conversation (IPATC) &  
The 4DPRU, University of Johannesburg, South Africa  
**Title: Dynamics of African Women Entrepreneurs and Leadership: Policies and Inclusive Approach**

12:40-13:00



## Lunch Break and Networking @ 13:00-13:45

**Lunch Sponsor | IAWF, Iranian American Women Foundation, USA**

**Thor Robledo Sandoval**  
CEO, International Recovery & Collection, Mexico  
**Title: Importance of the inclusion of the women in the financial world**

13:45-14:05



**Dr. Vincent Edward Oluwole Adejumo**  
University of Florida, USA  
**Title: Diversity, Inclusion and Belonging**

14:05-14:25



**Ann Bayly-Bruneel RP**  
SEP, RCAT, OATR, Canada  
Heart-Sight Psychotherapy  
**Title: Transformational Leading & Embodied Radical Compassion**

14:25-14:50



**Silvia Ayuso**

Global Transformational Leadership Expert, Author, Speaker,  
Success Coach for Women, Spain

**Title: Use your voice, become unstoppable**

14:50-15:10



**Chair Introduction**

**Megan McDonough**

CEO, Fox Studio, USA

**Title: Unlocking your Creative Genius to grow to six figure**

15:10-15:30



**Carla L Kuesten**

Principal Consultant

Kuesten Sensory Perception Research LLC, USA

**Title: The Feminine Wild...Let's Talk Menopause**

15:30-15:50



**Exclusive Networking Session, Coffee Break @ 15:50-16:10**

**Milkia Waller**

CEO, Milki Way Cosmetics & Skincare, USA

16:10-16:30



**Adaobi Ezeadum**

Founder, The Empowered Sapiens Mulier Initiative, Nigeria

**Title: Women Economic Empowerment- A precursor to building a more sustainable society (Nigeria as a case study)**

16:30-16:50



**Joy Ogbemudia**

Leeds Beckett University, UK

**Title: Nigerian Women Entrepreneurs in the UK: A Systematic Literature Review**

16:50-17:10



**Saresa M Cooper**

Curated by Confidence, Inc.

Confidence, Beauty & Energetic; Consulting, Coaching & Curation, USA

17:10-17:30



### Leslie Lew

Founder, Reclaiming Your Courage, USA  
A Trauma-Informed Self-Defense Coach,  
International best-selling author and speaker  
**Title: Empowering Women Through Self Defense**

17:30-17:50



### Juan Camilo Velez Leon

Founder, Comunidadcec  
CEO, Alive Vivosporjesus Publisher, Editorial Harvest Mentor,  
Elreyjesus, Spain  
**Title: The 9 Steps of Public Speaking**

17:50-18:10



## Closing Ceremony

# Virtual Talks | Sunday | April 23 2023

Central European Time (CET) Time Zone

## Keynote Talk

Time Slot, 09:00-09:20 CET | Presenters Local Time 17:00-17:20

**Kiani Mills,**  
Kianimills.com, Australia  
**Title: Mindset & Skillset To Build A 7 Figure Business**



**Video Talk:** Time Slot; 09:20-9:40

**Judy Ryan**  
CEO and Founder, LifeWork Systems, USA  
**Title: Addressing Employee Burnout: Are You Solving the Right Problem**



CET 09:40-10:00 | Presenters Local Time: 09:40-10:00

**Laura Villanueva-Moya**  
Doctor of Psychology, Gender & Psychosocial Lab, Spain  
**Title: Investigation Group Psychology of Social Problems (HUM289)**



CET 10:00-10:20 | Presenters Time | CET 10:00-10:20

**Phetso Ntsove**  
Transformational Leader & Coach | Women Leadership |  
Aspiring Philanthropist | Social Entrepreneur Republic of  
Botswana  
**Title: Women Empowerment Through Entrepreneurship**



CET 10:20-10:40 | Presenters Time | CET 10:20-10:40

**Dr. Anan m . Abuhummour**

Yarmouk University, Jordan, Associate professor of Public Policy and Administration, Irbid, Jordan



CET 10:40-11:00 | Presenters Time CET 08:40-9:00

**Melanie Dragovich**

Spiritual Healer and Wellbeing Coach, New Zealand  
(www.melaniemdragovich.com)

**Title: The Power to Heal by Practising Healthy Energy Flow in Mind, Body, and Spirit**



CET 11:00-11:20 | Presenters Time | CET 18:30-18:50

**Simone O'Brien**

Speaker, Domestic violence survivor  
Advocate for Women Affected by domestic violence,  
Australia

**Title: Red Flags In Domestic Violence**



CET 11:20-11:40, Presenters Local Time: 11:20-11:40

**Janine Zitianellis**

Monarch Business School, Switzerland

**Title: An evaluation of big data technologies and clinical trial patient recruitment**



CET 11:40-12:00 PM | Presenters Time | 9:40-10:00

**Dr. Genevieve Pearl Duncan Obuobi**

Lead Consultant, Tarragon Edge Limited, Ghana



## **Break @ 12:00-12:20**

CET 12:00-12:40 | Presenters Time | 10:00AM-10:20 AM

**Nicole Farrell**

CEO, Public Relations Consultant, Image & Reputation Coach/  
Personal Stylist Au Courant EventZ, Tobago

**Title: Pivoting The Perspectives of Public Relations With Traditional & Pop Culture In The 2020s**



CET 12:40-13:00 | Presenters Time | CET 11:40-12:00

**Ruth Olowosile**

Lagos Portal Curator - Museum for the United Nations - UN Live | Executive Director, SGE Initiative | Head of Programs and Sustainability, ANGA | Sustainability and Social Impact Expert

**Title: Personal Development And Transformational Self Discovery For Sustainable Impact**



CET 13:15-13:35 | Presenters Time | 07:15-7:35

**Rosaline Gordon**

Gordon Group Financial Services, USA

**Title: The Power Of Planning**



CET 13:35-14:00 | Presenters Local Time: 07:35-8:00 AM

**Dr. Shamonica Wimberly**

CEO, Founder, Shakyra Renee Jewelry Collection & Success Strategist Institute, USA

**Title: How to Successfully move from stagnation, delay and setback to breakthroughs. The Roadmap to Destiny**



CET 14:00-14:20 | Presenters Local Time: 08:00-08:20

**Normanie Ricks**

Achieve Vision Center, USA

**Title: Building A Brand, Leaving A Legacy**



CET 14:20-14:40 | Presenters Time | 08:20AM-08:40 AM

**Paulina Chotrova**

Achieve Vision Center, USA

**Title: Deeptech And Women Entrepreneurs: Leading The Way In Innovation**



CET 14:40-15:00 | Presenters Time | 08:40-09:00 AM

**Tracey Welton-Rossman**

Founder TechGirlz, Founding member, Chief Marketing Officer Chariot Solutions, USA

**Title: The Potential and Pitfalls of Data-Driven Health**



CET 15:00-15:20 | Presenters Time | 09:00AM-09:20 AM

**Millen Livis, M.S., M.B.A**

Founder, MILLENaire Method for creating Financial Independence

Speaker, Mentor, Author & CEO "Dare to Change Life"

Bests Selling books "A Shift Toward Abundance"

"A Shift Toward Purpose" (Amazon), USA

**Title: How to Map Your Path to Financial Independence**



CET 15:20-15:40 | Presenters Time | 9:20-9:40 AM

**Ewa J. Kleczyk**

Senior Vice President, Analytics & Data Operations Target RWE, Durham, The University of Maine, USA

Distinguished Professional (Women of Distinction Magazine)

**Title: The Power of Women's Networks at the Place of Work**



Time Slot: 15:40-16:00 | Presenters Local Time: 15:40-16:00

**Sarah Luyele Njamu**

Compu-Connect Education, South Africa

**Title: Women, Technology and the Future of Work for Women**



Time Slot: 16:00-16:20 | Presenters Local Time: 15:00-15:20

**Omu Olisa Obilor FIMC, Nigeria**

Founding member, The John Maxwell Team

Neuroencoding specialist, TEDx Speaker,

Executive Director & National Trainer for Business Network International (BNI)

<https://www.thrivewithomu.com> <https://www.omuobilor.com>

Nigeria



Time Slot: 16:20-16:40 | Presenters Local Time: 10:20-10:40

**Elaina Nkwocha**

Louisiana State University USA

**Title: Women in STEM: the role of Mentoring in Bridging the Gap**



Time Slot: 16: 40-17:00 | Presenters local time: 15:40-16:00

**Betty Encinales**

Turning your Passion into your Profession







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**KEYNOTE  
PRESENTATIONS**

**DAY 1**



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APRIL 21-22, 2023 | CROWNE PLAZA MADRID AIRPORT, MADRID

**INTRODUCTION:** What is empowerment? Every single person today talks about, "Empowering, empowering others, empowering Self". How can we define Empowerment in one word? AIM: How Technology can empower Womanhood. And why "TECHNOLOGY". The two most important reasons? Importance of driving Women in tech for future. Are Girls who have no access to education, which means 9% of world's population. How to address this number? How Technology can bring education accessible to every single child on the planet. Why is it important for Women to be empowered with Technology to survive ahead? What is in store for future, and how a future woman is carved for tomorrow.

**MATERIALS AND METHODS:** Will give experience on AI Avatar Live Interactions (if in person) Robot Live interaction Video to be played

**RESULTS:** Awareness on 1. Importance of Technology for future 2. Importance of Technology enablement for women for future  
**CONCLUSIONS:** Self Empowerment to empower others. Technology - the next future of Empowerment.  
**KEYWORDS:** #Womanhood #Technology #Women\_in\_Tech #Sisterhood #Women\_Empowerment #Future\_Women #FutureTech #FutureEducation #AI #Metaverse

### Biography

H.E. Amb. Dr. Isha Farha Quraishy is Dubai based, a well-known Indian personality, who contributed to UAE through her versatile Skills, talents and intellect. She is the Founder & CEO of IFQ Technologies. She won the prestigious title Mrs. Universe 2019 - Solidarity - a first candidate to represent the Middle East among 92 countries in an International Pageant. She is also the winner for the Title Mrs. International 2018. The First time in the history of UAE, Isha will represent UAE at Mrs. United Nation in 2023 as Mrs. UAE United Nations. She had received several recognitions and awards Internationally and widely known for her personality who was equally successful in her passion and profession. She is known as "The Beauty Queen with Brain & Knowledge of UAE". and also Strategic PMO in World's Largest Education Company - developing Education technology using Emerging technologies. Isha is a Doctorate, Post Graduate with several Technology certifications and

## EMPOWER HER WITH TECHNOLOGY

### H E. Amb. Dr. Isha Farha Quraishy

Awardee:

Ms. Universe 2019 - Solidarity

Ms. Middle East 2019

Ms. International 2018

Ms. Kerala 2018

Founder & CEO IFQ Technologies, Fempreneur

Metaverse & Web 0.3 Evangelist, International Speaker

13+ yrs of Experience as a technology specialist in UAE and India, working with World enterprise companies like HP, VMware, EMC, Microsoft, Wipro and Infosys, GEMS Education & Finesse. Isha is a Professional Classical Dancer, Acted in Bollywood /Regional Movies and always supported UAE as a Celebrity Speaker & Guest endorsing "N" number of \*Conferences, Events and Shows\*. She is also an Actress, Model, International Speaker, TV host, Professional Dancer, Artist and Social Activist. She is true inspiration for Womanhood - who proves through her life going beyond and above through her extraordinary talents in both her Art, Technology, Social Activities, Fashion, at same time. Attached is a brief on her accomplishments and achievements. Global Awards And Recognitions Doctorate in Technology - D TECH - Technology in Education 2022 UN Diplomatic Mission GLOBAL PEACE - Her Excellency 2022 The United Nations Voice of Youth 2030 - Economic and Social Forum Good Will Ambassador - Diplomatic Mission Global Peace - UN 2022 Certified National Human Rights Commission 2022 Certified National Commission for Women 2022 The Ambassador - Global tolerance face 2019 by World Leader's Forum Dubai The Global Woman Icon 2020 IOT - The Women of Content 2022 Top 50 Inspiring Women 2021 Inspirational woman 2020 The Women leaders to look upto in 2022 The Model of the Year 2020 The Corona Warrior supporting COVID Resilience during Pandemic The Life Style Influencer Award 2022.



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## Dr. Tina D. Lewis

The 2X Presidential Lifetime Achievement Award  
10X Amazon #1 Best Selling Author  
Founder, Global Women Speakers & #Sunday Speaker Series

## Biography

Fun Fact: Dr. Tina D. Lewis personally met Richard Branson, Donald Trump & Oprah Winfrey, and also earned her first \$100k in 45 days!

Tina D. Lewis is a trained Physician Assistant (PA) from the University of Southern California Keck School of Medicine and also holds a Doctorate of Philosophy with an emphasis in Entrepreneurship & Business Administration. Dr. Tina D. is a 7X International Best-Selling Author, CEO of Royalty Coaching LLC, and the creator of The 6-Figure Incubator, an exclusive membership-based community that nurtures entrepreneurs and small business owners into a 6-Figure cash cow. Dr. Tina is affectionately known as "The BottomLine Queen" and specializes in creating strategy and building blueprints to crush the "bottomline" in one's Brand, Business & Bank Account, allowing the entrepreneur, budding and seasoned alike, not to be a slave by working less, to not worry about money by earning more, and have free time to spend with their loved ones or travel the globe. The6FigureIncubator.com

Dr. Tina D. dominates both business and the stage internationally. She is a Certified Professional Speaker and Global Ambassador for a global conference platform whose footprints are in Croatia, UAE, UK, Africa, India, just to name a few. She has received numerous prestigious awards, graced magazine covers, featured in ABC, NBC, Entrepreneur, and other media outlets. Tina has also been on billboards nationwide. GlobalWomenSpeakers.com

Dr. Tina D. proves her non-traditional, undeniable system with the Pre-Launch of her ALL-INCLUSIVE Fitness, Yoga, Leisure & Sportswear Brand HOTTi bodi (™), where every "BODY" is a HOTTi, sizes 0 - 5X. During their pre-launch, the brand hit over 10k followers on IG organically and has garnished the likes of Top Fitness Pros, Entertainers, Models, and most importantly, the "Everyday" woman globally. Dr. Tina D. declares that HOTTi bodi will become a MultiMillion Dollar brand by 2025. ShopHOTTibodi.com

She is also the founder of HBM Foundation (Her Business Matters INC), a non-profit that helps young girls ages 9 - 19 master S.E.L.F (Self Esteem & Body Positivity, Entrepreneurship, Leadership & Financial Literacy). A portion of proceeds from HOTTi bodi purchases is donated to the girls of HBM. HerBusinessMatters.org

Dr. Tina was a teenage mom and single parent. She proclaims, "entrepreneurship saved my life". "I didn't have the leadership of a mentor or even a coach. I had examples of what I didn't want and fought like hell not to become that," says Tina.

"I became what I wished I had, or shall I say WHO I needed to be when I started my businesses. I believe that helping others is our reasonable service. It's simply our social and moral responsibility. I remember posting on my FB profile that 'people know what they want to do and what they want to have, but don't know the HOW.' I truly have the Blueprint. It's non-traditional and not the same ole, same ole. Question: Why are entrepreneurs in business in the first place? REVENUE! Of course, they want to help people, give back to their community, provide for their families, and follow their passion. However, they can't do any of that consistently without constant cash flow."

People are indoctrinated to work or dream of 6 Figure income (until they break free from dogma, unlearn or become conscious of no glass ceiling). I expose some Top Secrets in my book "The 7 Strategies to Stop Bull\$#itting and Build a 6-Figure Business NOW!" which goes on Presale in October 2022. Order NOW!

Here are 9 attributes listed by INC. Magazine that Self-Made Billionaires share in common:

Drive, Work Ethic, Confidence, People Skills, Determination, Risk Tolerance, Strong Intuition, Non-Conformity, Competitive Mindset  
How many of these do you possess? See, you already have what it takes. Queen, go Create, Build and Manifest your 6, 7 & 8 Figure Empire because, at the end of the day, the question remains, "What's your BOTTOMLINE?!" Need help, guidance, or expertise, I've got you! #TheBottomLineQueen.



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**Keynote Summary:** Do you want to unlock great wealth and build a million-dollar empire? Are you looking for a way to recession-proof your business so it will sustain in any economic environment?

If so, this keynote address is for you! In this keynote I will share the four secrets to financial freedom, and how you can create a strong foundation for personal and professional success.

I believe in a world where women can and get to have it all! Strong healthy body, unstoppable mindset, financial freedom, great relationships, and fulfilling businesses.

The path to financial freedom isn't easy, but it is attainable. With the right mindset and focus, you can create a business that is recession-proof and will sustain in any economic environment. By leveraging the four secrets this keynote shares, you can create a strong foundation for success and unlock great wealth. By the end of this keynote, you will be feeling motivated and inspired to take action so that you can build your dream life.

Attendees will understand that financial freedom is attainable, and that building a million-dollar empire is more than marketing strategies, lead Generation, and sales calls. So, if you're ready to go from dreaming to doing, this keynote is for you.

**Shorter Summary** In this keynote, Karissa Adkins will share the four secrets to achieving financial freedom and building a million-dollar empire. These secrets, combined with the right mindset and focus, can help create a strong foundation for success and unlock great wealth. With Karissa's guidance, attendees will feel motivated and inspired to take action and create their dream life. This keynote is perfect for female leaders looking to create a business that is recession-proof and sustainable.

### Biography

## THE PATH TO FINANCIAL FREEDOM: HOW TO RECESSION-PROOF YOUR BUSINESS

### Karissa J Adkins

Award Winning International Speaker  
CEO & Founder of 365DailyHustle, USA  
2X International Best-Selling Author, and the Queen of Habit Change.

Karissa Adkins is a former Marketing and HR professional turned 2X Entrepreneur, Certified Life, Health, & Mindset Coach, Board Certified NLP, Time-Line Therapy®, Hypnosis Practitioner, and champion for women's mental and physical health. Karissa is the voice behind the award-winning BossUp Babes Podcast Show, TV Personality, International Award-Winning Keynote Speaker, and 2X International Best-Selling Author. Karissa has been featured in networks such as ABC, CBC, USA Today, and NBC for her expertise in empowering and motivating women to live healthy, happy, and abundant lives. Karissa is an Executive Contributor for Brainz Magazine and has been featured on the cover of 2Inspire Health Magazine and Success Magazine.

With over 10 years of experience mentoring and coaching women to be BossUp Babes, Karissa teaches how any ordinary woman can BossUp and live extraordinary lives. Karissa is the authority in women's mental & physical health. Referred to as America's BossUp Babe and the Queen of Habit Change, Karissa is known for her fierce personality, insane levels of passion, high-level strategies, and a no-BS approach to living healthy, happy, and wealthy. Karissa is also the founder of the Gucci of online health and women's empowerment programs *Reclaim Your Best Life* and *BossUp Your Body and Bank Account*. Her personal experience with overcoming obesity, depression, and low levels of self-love coupled with a deep knowledge of NLP and Time-Line Therapy®, Hypnotherapy, Nutrition, Exercise, and Stress management makes Karissa's approach to women's mental and physical health unique and powerful. Karissa works at warp speed with laser-sharp focus and precision to build confident, strong, and healthy leaders.

She is the epitome of heart, soul, and fire combined, and her clients often refer to her as the modern-day Wonder Woman as she transforms women's mindsets, bodies, and lifestyles. Karissa's has been featured in print and broadcast around the world, including:

2Inspire Magazine, NBC, CBS, MarketWatch, HER's Fitness Magazine, USA Today When She's not coaching, Karissa can be found traveling the world speaking on stages, writing her next book, spending time in nature, eating delicious food, building a strong body in the gym, and spending quality time with her husband and kids.



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**G**ood luck, hard work, small launches or purchasing expensive programs isn't all you need to generate consistent high-ticket sales and scale your business. You need an aligned strategy to fulfil your purpose to serve your niche client.

As you work with Natasha you will develop a strategy for your growing business and put an end to the burnt-out stage, lack of confidence, procrastination, overwhelm, and brain fog.

I struggled with paying my bills, having the freedom to make positive choices to grow my coaching business, and converting my cold leads into hot sales until I stumbled upon the IMPACT method without even realizing it.

The IMPACT method has been my game-changer as well as those hundreds of female entrepreneurs who want to create a profitable business that they are proud of.

### Learning objectives:

- Creating a systematic roadmap that reverse engineers your goals into achievable results so that you have a full proof business strategy
- Getting out of the hamster wheel and focusing on just your selected niche with high-ticket sales, an inspiring customer journey, impactful ROI among other factors that will scale your coaching business
- Seeing your business as a source for motivation and inspiration to others, providing true freedom and abundance

### Recent Publications:

- Perseverance: Unleash The Power Within You To Create The Best Version Of Yourself; Natasha Vaswani; Stardom Publishing, 2021
- Guest speaker for Stardom Publishing House's CEO talk show called Live Limitless on September 15th 2021

## BUILDING A LIFESTYLE BUSINESS YOU LOVE AS A FEMALE ENTREPRENEUR

### Natasha Vaswani

Leading expert for Female Entrepreneurial Coaches To Generate Consistent High-ticket Sales

Business coach-speaker-associate member of WEL conferences-author

- Got featured on The Woman Wednesday Blog in January 2022

### Biography

Natasha Vaswani is a leading expert in self-mastery for female entrepreneurial coaches who generate consistent high-ticket sales. She has coached around 500 women entrepreneurs from all walks of life, transforming their dream businesses into a beautiful reality. Also, she has a podcast show where she discusses important issues such as setting healthy boundaries, tools on how to scale your business and customer journeys of how they hit 6k+ months by just changing a few things.

Natasha believes that we all have unlimited potential as that is what her milestones taught her, which just made her journey even more interesting. Some of her milestones are that she is a cancer survivor, a sexually-assaulted child, and a dyslexic learner.

Since childhood, she actively participated in her family business in Barcelona, yet she wanted to create her own identity in the business world as a female entrepreneur. After graduating in Business Administration and Management from the University of Westminster, London, she got certified as a coach and counsellor and began working with women who required some guidance to start their coaching business, until she hit 6k+ months and today she coaches female entrepreneurs from all over the world, adding unlimited value and growth to their journey while they scale in their business.



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Supporting organizations who provide critical service to women entrepreneurs, the Women Entrepreneurship Knowledge Hub (WEKH) shares research and resources on women entrepreneurs in Canada. Made up of 10 regional hubs, WEKH operates in both official languages and includes a network of over 250 organizations, reaching more than 100,000 women entrepreneurs. WEKH is a part of the Government of Canada's Women Entrepreneurship Strategy that aims to increase women entrepreneurs' access to financing, talent, networks and expertise. Using a methodology developed by the Boston Consulting Group and the Cherie Blair Foundation (2019), it is estimated that closing the gender gap in entrepreneurship in Canada could add \$41-\$81 billion to Canada's GDP. <https://wekh.ca/about/>

I co-lead one of the WEKH regional hubs in Canada and have been involved with this initiative since its inception. The national center is housed out of the Toronto Metropolitan University under Dr. Wendy Cukier and she has given me permission to speak on this topic on behalf of the Women Entrepreneurship Knowledge Hub Canada.

### Biography

Debra is a strategic and visionary leader who has consistently excelled at building strong and profitable organizations and has been active within the Winnipeg business community for over 30 years. Debra is the I.H. Asper Executive Director for the Stu Clark Centre for Entrepreneurship at the Asper School of Business, University of Manitoba responsible for the strategic direction and operational execution within the centre. In her previous role as Director of Executive Education for the Asper School of Business, Debra was responsible for the strategic development of the Executive Education program in support of delivering leading edge programming for senior leadership in both the public and private sector. Debra was previously President of People First HR Services and was responsible for the strategic leadership and operations of the organization. Prior to People First, Debra was Vice-President of Dufresne Furniture and Appliances. In this position she was

## THE WOMEN ENTREPRENEURSHIP KNOWLEDGE HUB – CANADIAN GOVERNMENT STRATEGY ON INCREASING WOMEN'S ENTREPRENEURSHIP IN CANADA

### Debra Jonasson Young

I.H. Asper Executive Director for Entrepreneurship, Stu Clark Centre for Entrepreneurship, University of Manitoba, Canada

responsible for the strategic direction and operation of the retail division, as well as, the furniture wholesale alliance with the North West Company and the Dufresne Retail Solutions Group, a buying group supplying retail solutions to over 80 independent furniture retailers across Canada. Debra has also held the positions of Vice-President for Shopper's Optical, responsible for the strategic direction and operation of the national chain's 75 locations across Canada and Vice-President and General Manager of Videon CableSystems. Debra spent the majority of her earlier career within Eaton's Department Store working her way up through successive positions, latterly as the General Manager of the Manitoba North Western Ontario division. Debra holds an MBA from the Asper School of Business at the University of Manitoba. Active within the community, Debra is Past-Chair and currently sits on the board of the Associates of the IH Asper School of Business at the University of Manitoba. In 2019 she was appointed to the Manitoba Women's Advisory Council (Status of Women Provincial Government). She is Past-Chair of the Women of Winnipeg, is on the executive of the Institute of Corporate Directors Manitoba Chapter, sits on the Advisory Board of TEC, and previously sat on the board of Value Partners investment firm. She was a Governor of the Manitoba Museum for nine years, and was on the board of Manitoba Hydro Board. As well, Debra served both on the board and as Chair of the Winnipeg Downtown Business Improvement Zone, sat on the board of Tourism Winnipeg and acted in an advisory role to the University of Manitoba, Continuing Education Division as well as the Red River College, Business Administration program.



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**Introduction:** Humans are hardwired to understand and respond to archetypal images in a way entirely out of our control. Marketing executives and Hollywood studios have long capitalized on this psychology, using it to create inspiring stories and profitable brands. Consider Marilyn Monroe as the quintessential Lover. Twelve individual types were identified and analyzed in Carol Pearson's book, *The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes*.

**Aim:** I will share 5 ways that women can deliver on their personal brand. I will share examples and stories to support the information.

**Materials and Methods:** I will provide a presentation that will outline the following:

- Fame Essence
- Fame Character
- Connecting Deeply with your audience
- The Impact of leaving a legacy

## Here's some about stats personal branding

- Only 33% of buyers trust messages from a company while almost 90% of customers trust recommendations from someone they know. (Nielsen)
- 77% of all discussions on social media are folks seeking advice, information, or help. This is much easier to answer and interact as an individual as opposed to a company. (Mention)
- Ninety-two percent of people trust recommendations from individuals (even if they don't know them) over companies.

**Source** - <https://ceohangout.com/personal-branding-statistics/>

**Results:** Branding allows you to build relationships with your audience, which can eventually turn them into loyal customers. You can create a brand that people care about and put yourself ahead of businesses that aren't

## THE ART TO CREATING FAME

### Yamilca Rodriguez

TEDx Speaker, Podcaster,  
International Best Selling Author and Personal Brand Therapist,  
Bespoke Branding

using this to their advantage.

**Conclusion:** To make the changes women would love to see, it must start with them. The more we can consistent and authentic we can empower all women to become who they were meant to be. A thriving business can have an impact if you stick to your values. It's the type of business that allows you to truly live a legacy on your terms while profoundly knowing that you're serving your client and creating the impact you were meant to make.

### Biography

Yamilca Rodriguez is best known as a Former brand Leader at the most significant brand building company globally, the Procter & Gamble Company. For over decades, she has been helping brands, and individuals create unforgettable brand experiences. She was featured on Forbes Magazine, The Voice-Tribune, The Courier-Journal, Today's Woman, and Style Blueprint. She is a 3-time #1 bestselling author of *Women Who BossUp*, *Ignite Entrepreneur*, and *Women Gone Wild*. She was a TEDx speaker and has spoken nationally and internationally. She was nominated for Most Admired Women in the beauty category for two years in a row. She has done everything from teaching yoga to teaching MBA students Design Thinking. When she isn't creating bespoke experiences, she travels the world, helping women grow their business fashionably. She loves spending time with her husband and stepson in their Kentucky home.



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Our subconscious mind is in charge of our habits, thoughts, beliefs & behaviors. It is running the show 97-99% of the time! With that in mind, isn't it about time we learn to use our mindset to our advantage? I will help you to understand that even in times of struggle, there is a silver lining & something to be grateful for. We will discuss how to harness the power of your subconscious mind through powerful affirmations & positive thinking.

You will leave feeling empowered with the knowledge that our thoughts create our reality, that our challenges have hidden blessings in the lessons. It is my hope that you use this knowledge to shift your reality. You ARE Limitless!

### Biography

Heather LaFond is a Mindset & Empowerment Coach for high performing female entrepreneurs who are ready to unchain themselves from the shit that's been holding them back, so they can fully embody their most confident, sexy selves, soar to their limitless potential, & become the CEO of their own life! She realized her passion to guide women towards their highest version of themselves after overcoming an addiction to alcohol, challenges with emotional eating & losing 100 pounds. Heather has been guiding others on their health and fitness journey 13 years through various modalities such as personal training, nutrition coaching, energy healing & now the mind-arts of Hypnotherapy, NLP & Time Line Therapy®. She feels that the problem with traditional forms of "getting healthy" is that they focus on the external appearance & never truly get to the root cause of the problem. Because of this too many women (and men) spend too much time running in place & never really getting anywhere when it comes to their wellness goals! Heather's inside-out approach to wellness helps clients to experience true, lasting results on ALL levels.

## YOU ARE LIMITLESS

### Heather LaFond

SOAR WELLNESS LLC, USA

Mindset & Empowerment Coach for Women, Spiritual Bad-Ass & founder of Soar Wellness Studio!





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Women today are challenged with this force called, Fear. This fear creates an imaginary roadblock, walls that appear to cave in, and circumstances that are not real. Women are held captive to their own lives by this terror. We occasionally tend to pass on that fear to our family, creating a generational loop that needs to be broken. What are you feeding yourself? What needs to be eliminated from your thought process to make way for your faith? Are you instilling your family with the same fear? Faith and Fear are in a heavyweight championship match right now! The conflict ends here at The WEL 2023 Conference. The Annual Conference on 21st Century Women's Entrepreneurship & Leadership marks the end of the War today!

## FAITH WASHES MY FEAR TO MY FORTUNE : FAITH-VS-FEAR

**Dawn Cecile Benjamin**

Spiritual Life Coach, CEO, Sistah Encourage Me, USA

### Biography

Dawn C. Benjamin is an inspiring and strong woman that grew up with a very encouraging mother who always taught her to "Never Say Can't Always Say Can." The word "CAN'T" wasn't allowed to come out of her mouth. Her mother was her greatest supporter and encourager.

She also knew words were very powerful and could determine the trajectory of your path in life. With those early beginnings, Dawn developed a belief system, within herself and within every woman that she meets. There are gifts and a purpose to be released into the world. Whenever she meets another woman, she sees the potential and speaks into their life.

Dawn believes that a woman's gifts — opens the door to more opportunities and that so many women are not fulfilling their purpose because they are afraid to step out and reach into the soul and spirit of who they really ARE. Dawn believes that each woman is the beacon of light for the next woman to define herself and her purpose on this earth.

Dawn is a woman of faith, courage, power, patience and persistence. She holds herself accountable to God and to uplifting other women along her path. She believes her purpose in life is to empower other women to do the same...to find their purpose



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We all were created with a divine purpose with unique walks of life. Women are expected to fulfill certain duties, and some are more challenging than others. Dr. Erica will explain in detail how her walk of life impacted her psychologically, emotionally, spiritually, and socially. It truly changed the trajectory of her journey. Dr. Erica experienced some gut-wrenching, devastating events that no woman should have to endure. Her nurturing spirit for others truly overshadowed her personal needs and desires. Consequently, she felt her calling was just to be a servant for others. Dr. Erica was not truly fulfilled as a woman and a devastating event caused her to become an introvert. Her life took a major shift when she redefined her purpose and gained peace. It was at this pivotal moment that God revealed to her that she was worthy and had so much to offer others. Having a sense of purpose and finding meaning plays a significant role in the life and health of the human purpose.

According to Ciskanik (2022), in order to live a purposeful life, there are 5 building blocks identified by the acronym PERMA: Positive Emotions, Engagement, Relationships, Meaning, and Accomplishments. Dr. Erica will compartmentalize each component as they relate to aspects of her life. As a result of her life experiences, she lives by the notion, "You are not defined by your scars, but by your ability to bounce back."

### Research Interest:

I am interested in educational consulting with school districts by sharing 7 strategies for an inclusive environment and where teachers feel valued. I want to empower women to go after their dreams despite frivolous setbacks and challenges. LinkedIn Account: Dr. Erica Sheffield

### Biography

A native of Mobile, Alabama, Dr. Erica Jones Sheffield is the CEO of Anchored 2 Teach, LLC, a consulting business based out of Tuscaloosa, AL.

She also launched DrEricaSpeaks.com as a

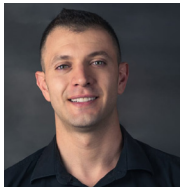
## THE PURPOSE BEHIND THE PAIN...CAN YOU RELATE?

### Dr. Erica Sheffield

Anchored 2 Teach, LLC USA

motivational speaking entity. She is very passionate, energetic, and authentic with her approaches. She is a TRANSFORMATIONAL KEYNOTE SPEAKER, EDUCATIONAL CONSULTANT, and MENTORING COACH ready to impact others around the world! Dr. Sheffield has worked for the University of West Alabama in the College of Education for almost two decades. Prior to being employed with UWA, she worked with Mobile County Schools for a decade. During Dr. Sheffield's tenure, she assumed the roles as Local Agency Representative, Special Education Department Chair, and Resource and Inclusion Teacher. For close to a decade, she was a Professional Learning Consultant for PowerSchool.

Sheffield worked in counties throughout the State of Alabama, providing workshops on research-based teaching practices and district level supports. Dr. Sheffield earned a Bachelors in Psychology from The University of South Alabama 1995, Masters in Special Education from Alabama State University (2000), and a Doctorate in Educational or Organizational Leadership from Nova Southeastern University 2006. She is a published educational author. Dr. Sheffield is married with 4 children and three grandchildren.



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**Introduction** We all have responsibilities, we all have work, we all have time restrictions. Life is hard, life is short. So, I've come up with W.T.S Principle. A principle that will change your day.

### **Why, Walk, Word, Trust, Trust, Trust, Sleep**

These are 7 elements of W.T.S principle. Regardless of what your lifestyle is, work or even time restrictions. This principle will always suite your day. I am going to be explaining and teaching each of these elements and how to apply it on your daily basis.

**Results & Conclusion** These are basic principles and things we tend to neglect on our life that can have a huge impact on our daily productivity. Whenever you will have these elements as your daily habits, you will start noticing the impact of it on your day and your life.

### **Biography**

Abdelrahman Ash is certified Personal Trainer, Sport nutritionist from International Sports and Sciences Associations. International Speaker from YES Academy and Health coach

## W.T.S GOING ON WITH YOUR LIFE?

### **Abdelrahman Ash**

International sports and health association, UAE



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Embrace a mindful approach and propel yourself towards your successful and fulfilled future self. You owe it to yourself to break free from the cycle of unrealized goals and unfulfilled achievements. Too often, we become consumed by one singular goal or focus on one area and neglect the other important aspects of our lives. We miss out on quality time with family, abandon our hobbies and interests, and distance ourselves from our friends and partners. But it doesn't have to be this way. You don't have to sacrifice your well-being and happiness in pursuit of your goals. Instead, shift your focus towards a more mindful approach and become the best version of yourself. Vimi, a seasoned entrepreneur and mindfulness advocate, understands the importance of a growth mindset. She has shared valuable tools to help individuals break through their mental barriers and achieve success both personally and professionally. In her book, *Pause. Focus. Thrive.*, she shares powerful strategies that will help you overcome obstacles and unlock your limitless potential. By embracing mindfulness, you can achieve balance in all aspects of your life and celebrate your accomplishments with those who matter most. So go ahead, start your shift towards mindful growth today. Your future self will thank you for it.

### Biography

Vimi Seeramsingh is a #1 International Bestselling Author, 2022-2023 Marquis Who's Who in America Listee, Speaker, Holistic Business Coach, Personal Development Strategist and the Founder of Saphalta Services Global, LLC. A company dedicated to helping not just businesses but entrepreneurs and professionals achieve success where they serve.

Vimi spent most of her time in Trinidad and Tobago and developed an early passion for business and entrepreneurship. She earned a Bachelor of Science in Management Studies from the University of the West Indies and a Masters of Business Administration from Heriot Watt University's Edinburgh Business School and has worked various corporate roles with leading Caribbean Brands.

In 2013, Vimi decided to further pursue her entrepreneurial dreams by founding her second

## BALANCE IS NOT AN OPPOSITION

### Vimi Seeramsingh

Founder Saphalta Services Global, LLC USA  
Transformation Strategist Coach Consultant Speaker  
#1 International Bestselling Author on Amazon 2022-2023 Marquis Who's Who in America

### Pause Focus Thrive

Time won't wait, make the shift. Are you going to Thrive?

business Saphalta Business Services which she renamed Saphalta Services Global, LLC when she moved to the United States. With her passion for helping others succeed, she quickly gained a reputation as a talented coach and consultant, and has since helped many individuals and businesses to get to their Next Level from a mindful and holistic perspective.

Her first book *Pause Focus Thrive: Smart Strategies for Meaningful Growth* is designed to support her mission of encouraging leaders to Master Mindful Growth. Scan the code below to see her latest offers.



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For years professional women have lived according to the standards and expectations of others. And most of these expectations are unattainable leading women to feel overwhelmed and burned out. It is time to STOP living this way and to create a path to success on HER terms.

Over 1 million employees state they face stress each year

Companies spend over \$2 Billion in health care and lost workdays due to stress and burnout annually and Over 120,000 deaths occur each year because of stress and burnout.

### **We cannot keep living this way!**

In my talk I will share the dangers of living for others and provide my CLARATY Success method which will cover 7 key areas to help women take control back of their time, their business, and their lives. She will learn to Create her vision Leverage her Time Identify the right Actions to take Understand the importance of Rest and Reflection Connect with her value and how to Articulate that value Identify what to Track and measure for success And finally – YES it's time to celebrate her power and beauty. After hearing this talk, participants will know how to create harmony between their personal and professional lives and live free from guilt, overwhelm and burnout. Harmony IS possible. And when you create your path success will follow.

### **Biography**

Clara is an International Speaker and Trainer, Best Selling Author and Host of the Working Woman's Channel and Living Real TV. She is the Founder and CHO ( Chief Harmony Officer) of Capano Speaking and Training and creator of the CLARATY Success Method. Her passion is in helping women in business work with more intention so they can put themselves back in the driver's seat of their life and create harmony between their personal and professional

## **EMPOWERING WOMEN IN BUSINESS CREATE SUCCESS ON THEIR TERM**

### **Clara Capano**

International Speaker, Best Selling Author and Award Winning Educator.

Executive Producer/Creator, The Working Woman's Channel and Living Real TV

lives. Let Clara help you find CLARATY and help you create Success on YOUR Terms free from guilt, overwhelm and burnout. As a business owner myself, I have found the secrets to helping professional women take control back of their time so they can create harmony between their personal and professional lives.

The demands of life have not slowed down, but there is a better way for women to show up and run her days with focus, intention and energy. After years of living on life's hamster wheel, I learned successful strategies that have allowed me to Make more money, Get more done, Live a better, more fulfilled life.

Let me bring you CLARATY and help you get back in the driver's seat of your time, your business and your life. Harmony IS possible when you work with intention, focus and CLARATY



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This presentation aims to demonstrate the importance of unlocking the unlimited possibilities in business as a woman business leader leading to longevity and sustained success in business. The unseen and unspoken limitations placed on women in today's business environment can make running a business challenging. However, when your mindset shifts from visualizing constraints to identifying and seeing the unlimited possibilities available, the opportunities presented will align with your key objectives for your business and life.

It is known that some of the most successful women in business created their business empires by understanding the theory of unlimited possibilities. They understood the importance of "thinking outside of the box" because this is where the most significant and crucial information existed. Visualizing and thinking about unlimited possibilities is not discussed or taught in the traditional higher-level business school education.

During this presentation, the attendee will learn the steps to unlocking the unlimited possibilities, how to apply the information and techniques to their business and life, the strategy for utilizing unlimited possibilities to expand business growth, developing relationships with key business leaders to enhance business enterprises, assist in establishing a more robust connection in their communities and being seen as an innovative women leader in business.

### Biography

Rochel Marie Lawson, Founder, Saphalta Services Global, LLC Known as the Queen of Feeling Fabulous, Rochel Marie Lawson is a successful multiple business owner, RN, AHP, a Dream Lifestyle Transformation Facilitator, a multiple # 1 Best Selling Author on Amazon, a 2-time International Best-Selling Author, International Speaker and creator of The Brave, Bold & Unstoppable Women's Summits™. Owner of Blissful Living 4 U, created to bring wellness, wisdom and wealth into the lives of individuals ready unlock, have and live the seeking life of their dreams. A highly driven woman who was born to break barriers, she

## UNLOCKING THE UNLIMITED POSSIBILITIES FOR SUSTAINED BUSINESS SUCCESS

### Rochel Marie Lawson, RN, AHP, CMS

President, All Day Cable, Inc., San Jose California  
 Founder, Blissful Living 4 U, San Antonio, USA  
 The Queen of Feeling Fabulous  
 The host of Blissful Living Podcast  
 #1 International Best Selling Author

proves that when powered by purpose, women are unstoppable. She's built her storied life and career brick by brick, fighting fears, failures, and setbacks to have the success she's always known was hers to claim. Today she personifies what it means to ascend above adversity while inspiring countless others to do the same. Having honed her expertise for over three decades, her work is a testament to what it means to leave an undeniable mark on the world. She inspires. She empowers. She unleashes.

Extraordinary at walking others through radical transformation, she is as relentless about her clients' success as she is her own. She is more than their coach, she's, their champion. Because she doesn't simply change lives – she expands them. Rochel Marie's energy, insight, guidance and enthusiasm have helped thousands of people improve their wellness, wisdom and wealth by utilizing ancient, holistic principles that unlock the access for transformation to occur. Her weekly podcast, The Blissful Living Podcast, has been going strong for eleven years. She has been quoted in the Huffington Post and featured on Fox, CBS, NBC and several other prominent media publication outlets.



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## Building a legacy through Transformational Leadership

A legacy cements your life's work as something that benefits future generations, though you may never see it come to fruition. It's a drive to create something greater than yourself— something that forever improves the world.

Just like a farmer who plants an apple tree knowing he'll never reap the rewards of the orchard, a legacy is a gift you leave behind without expecting a return of investment (ROI). Think of Chris Hani, a Human Rights activist who was brutally killed in South Africa, few months before the first democratic election in South Africa. Thomas Edison and electricity or Dr Nelson Mandela, the first democratically elected President of South Africa. They died before their legacies were 100% fulfilled, but they'll always be respected for their life's work, today the world celebrates Mandela Day, continuing to live his vision of changing lives.

A legacy isn't just a project. It doesn't happen overnight. However, if you connect with your true purpose and create your legacy with dedication, hard work and meaningful contribution, you can make a mark that's forever celebrated.

But you don't have to give up the good things in life to start building your legacy now, building a legacy should be an integral part of your life as a leader.

### Biography

Bea Hackula, is the founder and President of Africa for Africa Women Empowerment NPC, founder of Women Building our Africa (WBoA) Primary Cooperative Financial Services, which was officially licensed by the Reserve Bank of South Africa in July 2020, she is the founder of ASSERT media which offer an online magazine and virtual coaching and mentorship sessions to empower women leaders and entrepreneurs and she is the co-founder Chair of Women of Africa Arise Forum which unites women's organizations and professionals across Africa. Bea is a globally respected leader, strategist and public speaker especially, on leadership and women empowerment related topics. Bea has extensive

## LEADERSHIP AND GOVERNANCE- BUILDING A LEGACY

### Bea Hackula

President, Africa for Africa Women, South Africa  
Continental Planning Committee, WEL 2023

executive leadership experience from both Public and Private Sectors. She is a transformational leader in action, and a champion of women and youth empowerment- a life coach and a mentor to many. Bea in her capacity as President of Africa for Africa Women is a member of BRICS Feminists Watch, a member of UN Women NGOCOSW Generation Equality International Advisory Women Committee and a member of GBVF National Strategic Plan Working Committee, South Africa.

A former Supply Chain Manager for Mercedes Benz of South Africa (MBSA), Bea championed the development and implementation of BEE policy within MBSA which was later adopted by the automotive industry where OEMs were obliged to develop and mentor the second-tier suppliers. Through implementation of this policy, most East London based companies including black owned SMEs grew to be global suppliers. Under her consulting company Transformation Africa, she also championed a program for SME development called Young Entrepreneurs Network which facilitated establishment and growth of Small Businesses in and around the Eastern Cape Province. In the advent of COVID 19 in 2020. Bea established a women's forum called Women of Africa Arise which saw women entrepreneurs from across Africa coming together to support one another through virtual engagements, this has grown to be a powerful network of women in business opening trade opportunities amongst themselves. In recognition of her transformational leadership Bea became the first recipient of the prestigious BWASA Business Women of the Year Award in Government Category in 2014 as HOD of Social Development Department in the Eastern Cape, South Africa and in 2019 alone, Bea was awarded the Women Super Achievers Award at the 26th World HRD Congress in India as a thought leader and a contributor of value on Women in Leadership, the Inspiring Woman Leadership Award at the Africa Economy Builders Forum in Abidjan, Cote' D'Ivoire and Inspired Leader Award by Enspire Magazine in South Africa. She is the recipient of the GLOBAL EXCELLENCE AWARDS - TOP 40 FEMALE LEADERS OF THE YEAR 2021.

Bea is a Harvard alumnus and studied in various Universities in South Africa including the famous African Leaders University, Fort Hare. She is certified John Maxwell Coach and accredited European Foundation Quality Model (EFQM) Facilitator and Assessor, and an Independent training consultant to the National School of Government in South Africa, specializing in Executive Leadership Development program for both parliamentarians, political leadership and administration executives.



## **21<sup>st</sup> CENTURY WOMEN'S ENTREPRENEURSHIP & LEADERSHIP**

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It has taken me 41 years and 3 months to truly love myself and understand what my Creative Genius is. Now, I am on a mission to show other women that what makes them unique is what will also have them thriving in life and in business. We are going to understand what your "Creative Genius" is, how we unlock it, and to use it to grow into a WildFlower CEO, untamed and with wild dreams.

## **HOW TO UNLOCK YOUR CREATIVE GENIUS TO GROW YOUR 6-FIGURE BUSINESS**

**Megan McDonough**  
CEO, Fox Studio, USA

### **Biography**

As an artist and early childhood educator, Megan saw the beauty of having time and space to be creative, and desired more than working a traditional 9-5 job. After speaking and witnessing other women feeling the same way, and wanting more time for her own three children, Megan began her entrepreneurial journey. First as a graphic designer, then developing her skills as a website designer and coach. Overcoming many past obstacles and limiting beliefs, Megan brings a unique highly-collaborative approach to her industry. Megan McDonough is the Founder and CEO of Fox Studio, a national design agency supporting female-led brands. Through marketing strategy, website development, and digital design, she helps women create sustainable, legacy-building brands. These women learn that they are cared for, supported and deserving of all that they desire.





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**SESSION CHAIRS  
INTRODUCTION**

**DAY 1**

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## **Sandy Goldstone**

The Hearts Way, Australia

Spiritual Mentor/Life Coach, Speaker, Intuitive Energy Worker, Artist. Live..Chang.

### **Biography**

Sandy Goldstone is a great lover of Life, and all things of an esoteric nature, who cherishes and values the colourful array of experiences and opportunities Life has blessed her with to know Her to be a wise and unconditionally loving universe in which we have the privilege and joy to co-create with as eternal souls of love. Sandy has had four near death experiences, the first being at nine years of age. These experiences and the truths revealed have been the catalyst and foundation for the past thirty years of service, as a church pastor, clinical supervisor for sexual abuse, substance abuse worker, holistic counsellor, mentoring women in compassionate leadership, radio host, speaker, writer, artist, astrologer, and business owner of The Hearts Way. Sandy's soul's purpose is for the awakening of our hearts, the liberation of our Souls, and the embodiment of the Truth of Who and What we Are. She is a continual student in the study of True Self Consciousness, Universal and Natural Law.



## **Thor Robledo Sandoval**

CEO, International Recovery & Collection, Mexico

### **Biography**

Current CEO of International Recovery and Collection where he has been working for the last 15 years, he has worked on various transactions on behalf of government export agencies in the United States, Europe and China. <https://www.mexicoirc.com>

Current president in Quintana Roo of the National Council of Business Leaders in Mexico /Consejo Nacional de Líderes Empresarios Current columnist at the magazine in Mexico Energía Hoy. <https://energiahoy.com> Born in Mexico City in 1974, he studied Industrial Engineering at Tecnológico de Monterrey. Master in International Law. Expert in international business and public relations and credit risk mitigation. Expert in accounts receivable, global debt collection, recovery, due diligence and investigation services. Risk mitigation. International business and sales. Debt negotiation with national and international institutions (Export - Import Bank of USA). High skills in persuasion with commercial, psychological and legal strategies. Experience in global logistics (land, rail-road, ocean and air freights) purchasing, foreign trade, sales, administration, and energy.

Other honorary positions: WBAF Senator, Mexico. His role(s) at the World Business Angel Investment Forum and its institutes: Committee Member, Ethical Governance, Standards of Excellence, and Quality Leadership Committee International. Columnist for the newspaper El Correo del Golfo, the only Spanish-language newspaper in the United Arab Emirates that aims to connect the Middle East with Spanish-speaking countries. Logistics director of the largest maquiladora in Mexico (with headquarters in Hong-Kong) and purchasing director of a railway company with headquarters in the USA.

Linked In Profile: <https://www.linkedin.com/in/thor-robledo-sandoval-750624b7>



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**PLENARY  
PRESENTATION**

**DAY 1**



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This conversation will revolve around three key aspects: how women can inspire and empower each other globally, how they can inspire the next generation of women leaders, and how women can unite in the face of adversity to fight for justice, equality, and opportunities.

### Biography

Mariam Khosravani is the Founder of the Iranian American Women Foundation, an educational nonprofit organization based in Irvine, CA with chapters in Northern California, New York, Los Angeles, and Orange County. Since its inception in 2012, IAWF has hosted multiple leadership conferences, with over 10,000 participants from around the globe. She is also the Executive Director of the Coastline Community College Foundation in Orange County, California. She manages the college foundation and its assets and is responsible for raising funds to assist and support over 18,000 students. Mariam has been active in the field of philanthropy as a consultant, speaker, and trainer for the last twenty years. She is passionate about humanitarian aid and has assisted in the expansion of several non-profit organizations in California. She has raised millions of dollars in funding for various local, national, and international organizations. Mariam was previously the President of The Africa Project, an organization supporting children in the continent of Africa. The Mayor of Irvine also appointed her as the Community Services Commissioner, a position she held for eight years. She was the chair of the Investment Council for the United Way of Orange County and served on a number of boards, including the Public Broadcasting Station (PBS) SoCal, the Association of Fundraising Professionals (AFP), the California Community College Foundation, the Public Affairs Alliance of Iranian Americans (PAAIA), Keep Children In School (KCIS), and the Network of Iranian American Professionals of Orange County (NIPOC). She has received many awards and recognitions for her contributions to the community and her passion for making a difference. She received the 2015 Ellis Island Medal of Honor, the Woman of Philanthropy award from Comerica Bank and the LA Lakers, and many others.

## HOW WOMEN CAN INSPIRE AND EMPOWER EACH OTHER GLOBALLY

### Mariam Khosravani

Founder & CEO, IAWF (Iranian American Women Foundation), USA



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**SPEAKER  
PRESENTATIONS**

**DAY 1**



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**Introduction:** When I was a little girl, I was exposed to working women that also had wonderful family lives, and I thought, how hard can it be?? Turns out having a great career and a great relationship isn't as easy as all that, and as someone who has done the 'hard yards', I am here to give you all the skills and advice that has seen me have it all! No doubt you are aware that a happy life is made up of various elements. In fact, a happy life is built one day at a time. For instance, we need to feel protected, we need to feel appreciated, and we need to feel loved. As an entrepreneur myself, I understand the challenges of juggling a relationship, let alone kids and a great career. In my coaching and mentoring business, I have met hundreds of people, and the life balance they have achieved is what I will be sharing with you. Regardless of what has happened to you in the past, irrespective of your upbringing, notwithstanding any dysfunctional relationships that you have had, you can turn things around for yourself. Putting into practice the guidance I'll be giving you today, will open your mind to how you can CHOOSE happiness, how you can develop amazing friendships, and how to live a balanced and fulfilled life. After all, the best project you can work on is yourself.

### Aim:

- The participants will discover the correlation between life balance and happiness.
- The participants will understand how their personal relationships in conjunction with their current circumstances affect their happiness.
- The participants will be able to identify the power of mental attitude in relation to their successful outcomes.

**Materials and methods:** I will be giving you the tools you need to acquire the happy life that you desire. With practical guidance and activities, I will demonstrate that, you can be so much more than you ever dreamt of. You can have so much

## HOW TO HAVE IT ALL AS A WOMAN ENTREPRENEUR

### Demi Paterson

Confident, Happy Women, Australia

more happiness than you thought was possible. It starts with your mindset. I am here to listen guide and empower you with realistic steps to a life balance approach..

### Biography

Hi! I'm Demi, and I believe in championing Women. Confident Happy Women is for people that want to be happier, more positive and have better relationships. I have taught people (mostly women) for many years. I hear their struggles, mostly in their relationships (or lack thereof) and it saddens me to see these beautiful women not realize their value. My life's work has been showing people that they can achieve anything, be anything and have everything. There is nothing more powerful than desire and I teach you how to tap in to that desire to create the life you want.

You can be so much more than you ever dreamed of. You can have so much more happiness than you thought was possible. It starts with you and your mindset. I am here to listen and to empower you.



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Self-care is still being treated as an afterthought instead of a priority. Proper self-care is not only entwined with healthcare, it should be treated as the foundation of it. Healthcare is the prevention and treatment of illnesses and chronic conditions. Self-care is any and every deliberate and intentional action that someone takes to maintain their health. It reminds individuals that they are not bystanders in their own health optimization. It empowers them to take care of their overall health and well-being, from the physical, mental, and emotional to the social, spiritual, and financial aspects of health. By practicing self-care, the individual is not just “doing something nice” for themselves. They are checking in with themselves regularly, mind, body, and spirit so that they can know when something is “off kilter.” The individual becomes the first responder in their own health. For this to happen, self-care must be mindful and active. When self-care is prioritized, the health of the individual will be optimized. This discussion offers tips on how to move self-care from the back to the front burner of your life and health journey.

### Biography

Dr. Judy Wright is a medical director, author and speaker on health and wellness. A family physician with 20 years of experience, she is a big advocate of overall individual self-health management and the effect it can have on the community's health. Dr. Wright has seen firsthand how this includes regular, basic self-care practice that may not be medically based, but is beneficial to overall quality of life, well beyond the health benefits. Currently, she is the co-Host of the Queens on Call podcast - a platform where 3 Black women from the clinical space discuss various medical conditions in a comprehensive and down-to-earth manner, common sense ways to understand and navigate the current healthcare system, and the importance of self-advocacy in the healthcare space. She is also the co-author of “Self-Care is not a Mani- Pedi.” Dr. Wright lives with her husband and 2 children. She loves to travel, as well as to create through cooking and DIY projects.

## SELF-CARE = HEALTHCARE: YOU DO NOT HAVE THE LUXURY TO PUT YOURSELF ON THE BACK BURNER

### Dr. Judy Wright

Co- Host, The Queens on Call podcast, USA



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**Introduction** Self-awareness of who you are is the greatest awareness that we all need to have. Understanding that we carry within us the potential to do greatness and there is also a level of genius in all of us. Unleashing the Eagle within you simply means, unlocking your inner strength, courage, passion, and Purpose.

**Materials and Methods** Eagles are known to be fearless, amid the storm, there is the opportunity to rise above to soar higher. Human beings have a lot more potential than the eagle, we can learn to rise above the storm just like the Eagle, to see that current challenges that we may face can be used as stepping stones to rise higher. Depression, anxiety, and stress have significantly increased in the last couple of years, especially with the global pandemic. A lot of people are losing hope, faith and Love in themselves and even their ability to rise about the current situation. An understanding of this is the reason to help people see that within them lies the resilience to rise above what seems like a hopeless situation at the moment. I will be sharing the key attributes of the Eagle that lies within us and that could be used to navigate the current situation. Understanding how to use different techniques from NLP, EFT, and Sub-Conscious reprogramming. Learning to use the storms of life for our benefit and seeing opportunity even where it seems like chaos. "Don't wait for the world to change. Change your mind about the world." – Alan Cohen I will share personal stories of how I overcame depression, anxiety and Suicide when I implored these strategies of affirmation, visualization and energy psychology like EFT Tapping and the Peace and love process. These strategies are essential and effective as I currently use them during coaching with clients who seem to be struggling with achieving their goals or feel stuck, depressed and hopeless. I will discuss how transformational change starts from within and having a mindset to change and a clear decision to change one's life. I will share the transformational tools I used to achieve these changes. I will also discuss Childhood 2 programming and environment and how they

## UNLEASH THE EAGLE WITHIN YOU

### Ugo Chijiutomi

(NLP) practitioner, (EFT) Practitioner, UK

impact ourselves and the need to challenge beliefs that we hold about ourselves.

**Conclusions** Transformation is key and can happen at all levels, especially in the 12 key areas of life and as women leaders, it is important to know that we already possess the magic that we need to transform ourselves into a greater version of ourselves. passion, and Purpose.

**Keywords** 1. Transformation, 2. Mindset, 3. Consciousness

### Biography

Ugo Chijiutomi Ugo Chijiutomi is known as The Eagle and the Chief Encouraging Officer. She is a certified Integrative Life Coach, A Neuro-Linguistic Programming (NLP) practitioner, an Emotional Freedom Technique (EFT) Practitioner, and a clinical psychodynamic Psychotherapist-in-training. Before transiting as a Life Coach and Therapist, Ugo Chijiutomi studied BA (Hons) in Business Management and MSc in International Business Economics at the University of Westminster. Ugo is very passionate about transforming the lives of her clients as she transforms their minds, so they soar like the EAGLES that they are. As she believes that we were all made to fly. Having learned to use the power in herself and connect to her highest self, Ugo Chijiutomi has been equipped to help set other people like herself free to Fly. Ugo helps her clients build the right confidence to conquer the world, eliminate Fear and other limiting beliefs and develop a sense of worthiness that becomes unique to everyone she works with. She uses spiritual intuition and psychology to help resolve her client's issues.





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Unfortunately, our financial situation today is far from ideal. We have grown up to believe “Disney” that Prince Charming will look after us and protect us. Those stories, for so many, are no longer a reality, and it is only getting worse. Our financial prowess is leaving us in financial poverty whilst we continue to leave money in our bank accounts, not knowing whom to trust, how to get started or where to go. We also believe that we need a lot of money to start investing, and our fears, confusion, frustrations, and lack of time paralyse us. Finances are currently not our main priority, and therefore, we are blind to any long-term implications this has. In our relationships, many of us leave our finances to our partners. Discussions about money are still taboo subjects. The reality is that the only person who can take control of your financial situation is YOU!

### Biography

Pauline is awarded the title of “Women Leaders to Look Up To in 2023”. As Founder & CEO of Femvestorsglobal, her mission is to change the financial statistics of women entering retirement. From the verge of bankruptcy in her mid-20's to no longer worrying about money 15 years later, she teaches women how to become confident money masters, so they too can become Financially Fabulous. 80% of the profits generated by Femvestorsglobal go to charity to support those without a voice.

## HOW TO BECOME FINANCIALLY FABULOUS IN 2023 AND BEYOND

### Pauline Kirk

Founder, CEO, Femvestors Global, Singapore



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Self-discovery is a continuous process that requires intentional effort and dedication. It involves understanding your values, strengths, weaknesses, and goals to create a roadmap for success. I will be going over the five steps that I learned and earned to pave my path to success through self-discovery. With those steps you will learn to take better care of yourself and get your priorities straight how not to feel selfish about your decisions and your lifestyle that you lead and you might be leading with so much fear and hesitation and not to be afraid of failing by setting clear goals and a path to greatness, to give yourself a break and embrace the discomfort to take action to celebrate and track your progress. Self-discovery is a journey that requires a lot of personal growth and development by following the 5 steps that I will be sharing with you helped me learn how to understand and discover myself better, to set meaningful goals and stay consistent with my actions towards not only achieving success but have a life full of joy and fulfillment. Clarity, Confidence, Discipline, Resilience and accountability are necessary to pave a path and create a life worth living and a business worth having and a journey worth

### Biography

Rima Rafah is recognized as a leading Real Estate Broker in the Greater Los Angeles area, distinguished among others with a wide array of experience in both residential and commercial real estate. As an active REALTOR® since 2007 and team leader of The Rafah Group brokered

by eXp Realty, Rima prides herself on her extensive market expertise and unmatched devotion to clients. Rima is consistently ranked among the top 1% of real estate professionals in the region, with expertise directly translating to more than \$7000,000,000 in sales within the local market. The Rafah Group brokered by eXp Realty shares her passion for perfection and adoption of innovation to deliver both real-world results and an enjoyable experience. Rima is the co-author of the #1 Amazon seller the book of women who boss up in Real Estate, Rima was also recently feature in a tv show about Real Estate and Financing the American dream that was featured on Bloomberg As an avid runner and cyclist,

## THE 5 STEPS FOR SELF-DISCOVERY TO PAVE YOUR PATH TO SUCCESS

### Rima Rafah

The Rafah Group, USA, California/Los Angeles

Rima continuously supports worthy causes and nonprofit organizations. Most notably, her philanthropic efforts have included running multiple marathons and participating in a 550-mile bicycle ride from San Francisco to Los Angeles. Beyond leading an active lifestyle and a renowned team of professionals, her greatest accomplishment is being a devoted mother of 3 and living life to the fullest with passion and purpose



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**PANEL WOMEN  
IN BUILDING  
STRONG AND  
PROFITABLE  
ORGANIZATIONS**

**DAY 2**

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## **Demi Paterson**

Confident, happywomen, Australia

### **Biography**

I'm Demi, and I believe in championing Women. Confident Happy Women is for people that want to be happier, more positive and have better relationships. I have taught people (mostly women) for many years. I hear their struggles, mostly in their relationships (or lack thereof) and it saddens me to see these beautiful women not realize their value. My life's work has been showing people that they can achieve anything, be anything and have everything. There is nothing more powerful than desire and I teach you how to tap in to that desire to create the life you want.

You can be so much more than you ever dreamed of. You can have so much more happiness than you thought was possible. It starts with you and your mindset. I am here to listen and to empower you.



## **Dame Isabel Jiménez**

Chairwoman, MVD Invest Group SA, Amb. Pacific Rim Chamber of Commerce & Business Council, Investor, Humanitarian, Panama, UAE

### **Biography**

Entrepreneur with over 20 years' experience in the creation and management of companies in Europe and the Americas. Has served as Associate Professor at the Pompeu Fabra University in Barcelona (Spain), and has been a speaker at many international conferences. Specializes in International Trade & Development, Internationalization, Marketing & Communication, Translation & Localization and Real State. Isabel holds a Master in Corporate Governance for Directors and High-level Executives from EADA Business School, a MBA in Marketing from the UNED and a degree in Translation Studies, with majors in Economics and International Law from the University of Geneva.

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## **Karissa J Adkins**

Award Winning International Speaker,  
CEO & Founder of 365DailyHustle, 2X International Best-Selling Author  
The Queen of Habit Change.

## **Biography**

Karissa Adkins is a former Marketing and HR professional turned 2X Entrepreneur, Certified Life, Health, & Mindset Coach, Board Certified NLP, Time-Line Therapy®, Hypnosis Practitioner, and champion for women's mental and physical health. Karissa is the voice behind the award-winning BossUp Babes Podcast Show, TV Personality, International Award-Winning Keynote Speaker, and 2X International Best-Selling Author. Karissa has been featured in networks such as ABC, CBC, USA Today, and NBC for her expertise in empowering and motivating women to live healthy, happy, and abundant lives. Karissa is an Executive Contributor for Brainz Magazine and has been featured on the cover of 2Inspire Health Magazine and Success Magazine.

With over 10 years of experience mentoring and coaching women to be BossUp Babes, Karissa teaches how any ordinary woman can BossUp and live extraordinary lives. Karissa is the authority in women's mental & physical health. Referred to as America's BossUp Babe and the Queen of Habit Change, Karissa is known for her fierce personality, insane levels of passion, high-level strategies, and a no-BS approach to living healthy, happy, and wealthy. Karissa is also the founder of the Gucci of online health and women's empowerment programs Reclaim Your Best Life and BossUp Your Body and Bank Account. Her personal experience with overcoming obesity, depression, and low levels of self-love coupled with a deep knowledge of NLP and Time-Line Therapy®, Hypnotherapy, Nutrition, Exercise, and Stress management makes Karissa's approach to women's mental and physical health unique and powerful. Karissa works at warp speed with laser-sharp focus and precision to build confident, strong, and healthy leaders.

She is the epitome of heart, soul, and fire combined, and her clients often refer to her as the modern-day Wonder Woman as she transforms women's mindsets, bodies, and lifestyles. Karissa's has been featured in print and broadcast around the world, including:

2Inspire Magazine, NBC, CBS, MarketWatch, HER's Fitness Magazine, USA Today

When She's not coaching, Karissa can be found traveling the world speaking on stages, writing her next book, spending time in nature, eating delicious food, building a strong body in the gym, and spending quality time with her husband and kids.

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## **Pauline Kirk**

Founder, CEO, Femvestors Global, Singapore

### **Biography**

Pauline is awarded the title of "Women Leaders to Look Up To in 2023". As Founder & CEO of Femvestorsglobal, her mission is to change the financial statistics of women entering retirement. From the verge of bankruptcy in her mid-20's to no longer worrying about money 15 years later, she teaches women how to become confident money masters, so they too can become Financially Fabulous. 80% of the profits generated by Femvestorsglobal go to charity to support those without a voice.



## **Adaobi Ezeadum ~ LL.M. MBA**

Founder of The Empowered Sapiens Mulier Initiative

### **Biography**

Adaobi. She is an expert in mentoring, reprogramming the mind, Cognitive Coaching, Goal-Focused Coaching, and Adaptive Coaching.

Adaobi and her team through their non-profit organization Empowered Sapiens Mulier Initiative (ESMI) work relentlessly every day to contribute to the greater good through advocacy and outreach efforts. They have impacted over 30 communities. Trained more than 500 women in skill acquisitions, carried out school outreaches that impacted over 2000 pupils, carried different community projects, and put food on the table of more than 3000 families since 2017.

Adaobi has helped a lot of women and men rediscover their purpose and not let fear win them. She is currently rounding up her MBA in Leadership and Organizational Development while working as a Talent Specialist in the international development space. Adaobi is the author of three books. The latest bestselling one is "The Woman Within". The book "The Woman Within" seeks to showcase the inner strength innate in us. It X-rays the life of 13 African women who have chosen to tell their story about life's uncertainties and the unpleasant curve balls they have had to deal with. The goal of this book is to awaken the woman within you so that you will realize that no matter how tough the journey gets, you will not give up.

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## Dr. Tina D. Lewis

The 2X Presidential Lifetime Achievement Award  
10X Amazon #1 Best Selling Author  
Founder, Global Women Speakers & #Sunday Speaker Series

## Biography

Tina D. Lewis is a trained Physician Assistant (PA) from the University of Southern California Keck School of Medicine and also holds a Doctorate of Philosophy with an emphasis in Entrepreneurship & Business Administration. Dr. Tina D. is a 7X International Best-Selling Author, CEO of Royalty Coaching LLC, and the creator of The 6-Figure Incubator, an exclusive membership-based community that nurtures entrepreneurs and small business owners into a 6-Figure cash cow. Dr. Tina is affectionately known as "The BottomLine Queen" and specializes in creating strategy and building blueprints to crush the "bottomline" in one's Brand, Business & Bank Account, allowing the entrepreneur, budding and seasoned alike, not to be a slave by working less, to not worry about money by earning more, and have free time to spend with their loved ones or travel the globe. [The6FigureIncubator.com](http://The6FigureIncubator.com)

Dr. Tina D. dominates both business and the stage internationally. She is a Certified Professional Speaker and Global Ambassador for a global conference platform whose footprints are in Croatia, UAE, UK, Africa, India, just to name a few. She has received numerous prestigious awards, graced magazine covers, featured in ABC, NBC, Entrepreneur, and other media outlets. Tina has also been on billboards nationwide. [GlobalWomenSpeakers.com](http://GlobalWomenSpeakers.com)

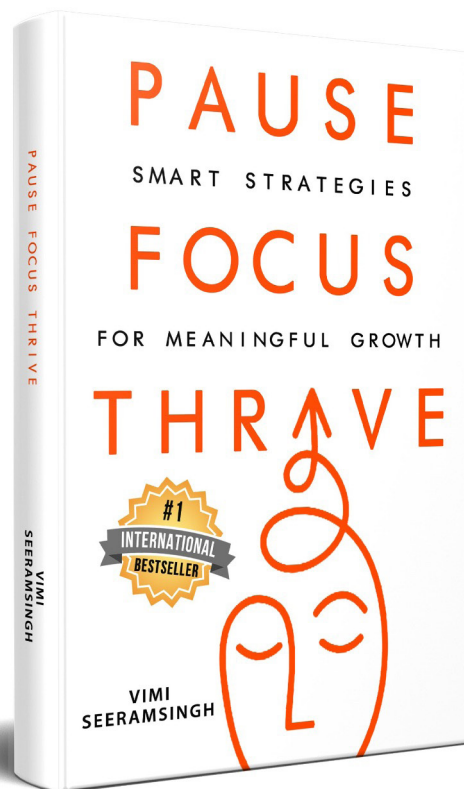
Dr. Tina D. proves her non-traditional, undeniable system with the Pre-Launch of her ALL-INCLUSIVE Fitness, Yoga, Leisure & Sportswear Brand HOTTi bodi™, where every "BODY" is a HOTTi, sizes 0 - 5X. During their pre-launch, the brand hit over 10k followers on IG organically and has garnished the likes of Top Fitness Pros, Entertainers, Models, and most importantly, the "Everyday" woman globally. Dr. Tina D. declares that HOTTi bodi will become a MultiMillion Dollar brand by 2025. [ShopHOTTibodi.com](http://ShopHOTTibodi.com)

She is also the founder of HBM Foundation (Her Business Matters INC), a non-profit that helps young girls ages 9 - 19 master S.E.L.F (Self Esteem & Body Positivity, Entrepreneurship, Leadership & Financial Literacy). A portion of proceeds from HOTTi bodi purchases is donated to the girls of HBM. [HerBusinessMatters.org](http://HerBusinessMatters.org)

Dr. Tina was a teenage mom and single parent. She proclaims, "entrepreneurship saved my life". "I didn't have the leadership of a mentor or even a coach. I had examples of what I didn't want and fought like hell not to become that," says Tina. "I became what I wished I had, or shall I say WHO I needed to be when I started my businesses. I believe that helping others is our reasonable service. It's simply our social and moral responsibility. I remember posting on my FB profile that 'people know what they want to do and what they want to have, but don't know the HOW.' I truly have the Blueprint. It's non-traditional and not the same ole, same ole. Question: Why are entrepreneurs in business in the first place? REVENUE! Of course, they want to help people, give back to their community, provide for their families, and follow their passion. However, they can't do any of that consistently without constant cash flow." People are indoctrinated to work or dream of 6 Figure income (until they break free from dogma, unlearn or become conscious of no glass ceiling). I expose some Top Secrets in my book "The 7 Strategies to Stop Bull\$#itting and Build a 6-Figure Business NOW!" which goes on Presale in October 2022. Order NOW!

Here are 9 attributes listed by INC. Magazine that Self-Made Billionaires share in common:

Drive, Work Ethic, Confidence, People Skills, Determination, Risk Tolerance, Strong Intuition, Non-Conformity, Competitive Mindset  
How many of these do you possess? See, you already have what it takes. Queen, go Create, Build and Manifest your 6, 7 & 8 Figure Empire because, at the end of the day, the question remains, "What's your BOTTOMLINE?!" Need help, guidance, or expertise, I've got you! #TheBottomLineQueen







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**SPEAKER  
PRESENTATIONS**

**DAY 2**



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Organizations identify and communicate their values in their strategic planning and organizational development efforts. These values encompass what the organization stands for and serve as its guiding principles. As organizations make serious efforts to identify their values, it is equally important for all leaders at all levels to identify their professional values and ensure a synergistic relationship or marriage between them and the organization's values. Value-based leadership has its origins in authenticity, morality, and ethics. Research shows that leaders who demonstrate this leadership style experience increased productivity and goal attainment, improved decision-making and communication, and stronger relationships.

Throughout the journey of our professional careers, we had to identify our professional values. As women leaders, we needed to know who we were, especially in the volatile, uncertain, complex, and ambiguous (V.U.C.A.) world in which we now exist and work. As a result, we discovered the profound need to identify our professional values and leadership styles, even though both may evolve as we continue our leadership journeys. We believe that these experiences are not unique to us. Women worldwide seek to show up as their authentic selves and create fulfilling and successful professional careers while remaining true to the character and ideals that matter most to them.

Further, as we navigate and build organizations within the ever-changing professional landscape, we must have a clear vision of where we seek to go and how we seek to get there. Coupled with that, we must understand, abide by, and implement the principles that will navigate the journey. Those principles are values. And as women leaders, we must be humble to revisit values in different chapters of an organization's life cycle and personal and professional journeys.

The workshop's purpose will be for its participants to identify their professional values

## THE VALUES LEADERSHIP CONNECTION: UNDERSTANDING THE SYNERGISTIC RELATIONSHIP BETWEEN PROFESSIONAL VALUES AND ORGANIZATIONAL VALUES

**Dr. Banafsheh Azizi<sup>1</sup> and Dr. Anika Davis<sup>2</sup>**

<sup>1</sup>Non-Profit and Organizational Development Expert, Consultant, Middle East

<sup>2</sup>CEO, Winning Results, USA

and understand how they can serve as guiding principles on their leadership journey. The workshop will be divided into two parts. During the first part of the workshop, we will cover leadership research on values-based leadership. The second part of the workshop will be working with workshop participants on identifying their professional values, defining each value, and circling back with their organizational values.

### Biography

**Dr. Anika Davis** is an award-winning organizational strategist, implementation subject matter expert, and author. With over 20 years of corporate experience, she has partnered with executives and leaders to develop enterprise-wide strategic plans that provide clear pathways to full implementation and execution. An experienced professional with a successful career in organizational behavior and culture, learning and development, coaching, and the employee experience, Anika excels at working cross-functionally at all levels to ensure organizational goals are attained.

One of Anika's greatest passions is education. She is a graduate of Duke University, with a B.S in Psychology, and Argosy University, with an M.A. in Industrial-Organizational Psychology. She completed her doctoral studies at Vanderbilt University's Peabody College of Education Leadership and Learning in Organizations program. She is an accredited Kirton's Adaptive Innovator Inventory (KAI) practitioner. Anika is a proud native New Yorker who enjoys spending time with her husband and their teenage daughter, traveling around the world, and studying French. She believes that dreaming big is the only way to live life

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**Dr. Banafsheh Azizi**, Non-Profit and Organizational Development Expert, Consultant, Middle East, Dr. Banafsheh Azizi provides a sense of normalcy to children with terminal illnesses so that kids can be kids no matter the health challenges they're facing.

She is COO of Bayt Abdullah Children's Hospice, the only hospice in the Middle East that provides pediatric palliative and psychosocial care for children with life-threatening and life-limiting conditions. She also leads The Kuwait Association for the Care of Children in Hospital, which serves more than 60,000 children, siblings, and parents in hospitals across Kuwait through psychosocial services. From Azizi's start as a journalist to consulting, and to eventually returning to the Middle East to help lead three nonprofits, one of her core values has always been giving back to society in whatever capacity she could. Azizi, who is Iranian-American, was born in the United Kingdom and raised in Kuwait. When she was 18, she left Kuwait to continue her education in the U.S. at Georgia Tech. After earning her bachelor's and master's in International Affairs in 2004 and 2008, respectively, she began a career in journalism at CNN International, CBS 46 Atlanta, and CBS News. From there, she joined Booz Allen Hamilton in Washington, D.C., to provide consulting in the areas of strategy, policy, and strategic communication. In 2012, she made a personal decision to return to the Middle East. "It was time to go back and apply what I'd learned in the community I was raised in," says Azizi. She joined the Kuwait Association for the Care of Children in Hospital in 2015 and was promoted this year to her current position. She is most proud of building a volunteer program with the U.S. military in Kuwait. Through the program, thousands of U.S. servicemen and servicewomen provide play for hospitalized children and their families in Kuwait. "The program puts aside the differences in politics, religion, culture, and joins people together based on their profound desire to make a difference," Azizi says. Azizi draws upon her values as guiding principles in her leadership. She is currently pursuing a doctorate in Leadership and Learning in Organizations at Vanderbilt University's Peabody College. "My commitment to public service is based on my core belief of giving back to my society, and all the professional decisions I made, throughout my professional career, can be traced back to my values," Azizi says. "With my success came a lot of failures. But you just have to find your voice and know your values"



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**Introduction:** Throughout the ages, spiritual traditions, and indigenous cultures have long understood the role that the heart-mind connection has played in our accessing the inner guiding lights of courage and wisdom; qualities and characteristics of our True-self. And now, through the scientific work of Quntaum Physics, and the Institute of HeartMath, they too have seen that wisdom and courage are qualities governed by a True-Self, that enables us to have access to higher levels of consciousness that are connected to a Universal Source of energy that is always vibrating, and creating from frequencies of light and sound, operating from a unified field that is loving, wise, and abundant, filled with infinite possibilities, which transcends the ego/personality that constantly feels mentally unstable, and emotionally overwhelmed, seeing itself as separate, powerless, defective, and lacking in some way, leading and governing from a place that is fearful and controlling, acting superior like a tyrant and a bully, or inferior, helpless and hopeless, a victim of life, disconnected from higher levels of True-Self awareness and understanding.

**Aim:** Participants will explore the interplay between heart-brain coherence, and accessing the inner states of courage and wisdom for True-Self leadership. Participants will identify the mental health benefits of having courage and wisdom as allies and guides for fostering and strengthening an inner state of gratitude, peace, and resilience when navigating feelings of stress. Participants will learn and practice a meditation that can be utilized at work and at home, that harmonises the heart, mind, and body, acting as a peaceful antidote to thoughts that have the body feel distressed and unsafe.

**Materials and methods:** Upwards of 90% of all doctors visits are for mental health and stress-related ailments and in the western world, diseases of the heart are the number one cause of death. And there is a growing body of research highlighting the intricate and intimate connection between our mental health, heart-brain coherence, and the strength of our inner

## INNER GUIDING LIGHTS FOR TRUE-SELF LEADERSHIP

### Sandy Goldstone

Soul-Entrepreneur at The Hearts Way, Australia  
Spiritual Mentor/Life Coach, Speaker, Intuitive Energy Worker, Artist.  
Live..Chang

connection to our True-Self that gives us the inspired confidence to lead ourselves in ways that are wise and courageous in times that feel challenging. Evidence suggests that chronic psychological stress activates the autonomic nervous system, putting us into survival mode, compromises the immune system, disrupts our hearts rhythm, and leads us to think in ways that are fearful, scattered, confused, believing and feeling we are separate from the love, peace, wisdom and courage that is always accessible within our True Self.

**Results:** With over 40 years of research and testing in the HeartMath Institute, Science now has a body of evidence that aligns with what the ancient mystics, spiritual leaders and indigenous cultures knew to be true, that the state of our mental health and our ability to lead lives founded in the wisdom and courage of the True-Self in times of crises and stress, was dependent on the harmonization of our heart-brain connection.

**Conclusions:** Through heart-brain coherence, and its meditative practices, we tap into a universal field of higher consciousness that puts us directly in touch with the inner guiding lights of courage and wisdom, two of the great protectors and powers of the True-Self that lifts us up, and out of life negating thought loops of futility, frustration, loneliness, nostalgia, and reckless abandon, and gives us direct access to Universal Truths, in which lies the realm of infinite possibilities, and the solution and answer to any current challenge and question we maybe facing.

**Keywords** true-self, leadership, courage and wisdom, heart resilience, mental health, meditation.

### Biography

Sandy Goldstone is a great lover of Life, and all things of an esoteric nature, who cherishes and values the colourful array of experiences and opportunities Life has blessed her with to know Her to be a wise and unconditionally loving universe in which we have the privilege and joy to co-create with as eternal souls of love. Sandy has had four near death experiences, the first being at nine years of age. These experiences and

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the truths revealed, have been the catalyst and foundation for the past thirty years of service, as a church pastor, clinical supervisor for sexual abuse, substance abuse worker, holistic counsellor, mentoring women in compassionate leadership, radio host, speaker, writer, artist, astrologer, and business owner of The Hearts Way. Sandy's soul's purpose is for the awakening of our hearts, the liberation of our Souls, and the embodiment of the Truth of Who and What we Are. She is a continual student in the study of True Self Consciousness, Universal and Natural Law.

**ARISE: BE THE LEADER YOU ARE MEANT TO BE**  
**BY NOMBULELO BEA HACKULA**

"ARISE - Be the Leader You are Meant to Be' presents both essential lessons Bea has learned and the ideals that Bea practices every day of her life. The book is conversational and uplifting. It is appropriate for both women and men, ages 14 and up. It captures Bea's incredible presence that is authentic, energetic, insightful, purposeful, inspirational and, let's not forget, fun! She shares her recipe for an authentic and purposeful life that leaves a legacy. She backs up her beliefs with personal stories and inspirational quotes. The book contains questions that help the reader assimilate its lessons. I enjoyed "ARISE - Be the Leader You are Meant to Be" immensely and am delighted to endorse this book."

- Extract from foreword by Dr Carolyn Turbyfill (PhD)

"The chapter on legacy building is inspiring and powerful, but my favourite chapter highlights the importance of emotional intelligence, because this is the critical skill set I find to be most needed by leaders in today's chaotic environment. Watching Bea host the summit in Nairobi, I saw a woman who not only advises others to arise, to stand up, to create, not just react to life - she also embodies this reality. She has an authentic leadership presence that is evident in her dynamic, warm, and gracious personality. That same personality shines throughout ARISE. Even before I met Bea, I opened her book and found a sister in spirit. So, I believe, will you."

- Extract from foreword by Carol Kinsey Goman, PhD.

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# ARISE

BE THE LEADER  
YOU ARE MEANT TO BE!



BY NOMBULELO BEA HACKULA



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**PANEL  
DISCUSSION  
WOMENS  
EMPOWERMENT  
AND MENTORING**

**DAY 2**

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## WOMEN'S EMPOWERMENT AND MENTORING

### **Mariam Khosravani**

Founder & CEO, IAWF (Iranian American Women Foundation), USA

### **Biography**

Mariam Khosravani is the Founder of the Iranian American Women Foundation, an educational nonprofit organization based in Irvine, CA with chapters in Northern California, New York, Los Angeles, and Orange County. Since its inception in 2012, IAWF has hosted multiple leadership conferences, with over 10,000 participants from around the globe. She is also the Executive Director of the Coastline Community College Foundation in Orange County, California. She manages the college foundation and its assets and is responsible for raising funds to assist and support over 18,000 students. Mariam has been active in the field of philanthropy as a consultant, speaker, and trainer for the last twenty years. She is passionate about humanitarian aid and has assisted in the expansion of several non-profit organizations in California. She has raised millions of dollars in funding for various local, national, and international organizations. Mariam was previously the President of The Africa Project, an organization supporting children in the continent of Africa. The Mayor of Irvine also appointed her as the Community Services Commissioner, a position she held for eight years. She was the chair of the Investment Council for the United Way of Orange County and served on a number of boards, including the Public Broadcasting Station (PBS) SoCal, the Association of Fundraising Professionals (AFP), the California Community College Foundation, the Public Affairs Alliance of Iranian Americans (PAAIA), Keep Children In School (KCIS), and the Network of Iranian American Professionals of Orange County (NIPOC). She has received many awards and recognitions for her contributions to the community and her passion for making a difference. She received the 2015 Ellis Island Medal of Honor, the Woman of Philanthropy award from Comerica Bank and the LA Lakers, and many others.



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## Bea Hackula

President, Africa for Africa Women, South Africa  
Continental Planning Committee, WEL 2023  
Title: Leadership and Governance- Building a Legacy

## Biography

Bea Hackula, is the founder and President of Africa for Africa Women Empowerment NPC, founder of Women Building our Africa (WBoA) Primary Cooperative Financial Services, which was officially licensed by the Reserve Bank of South Africa in July 2020, she is the founder of ASSERT media which offer an online magazine and virtual coaching and mentorship sessions to empower women leaders and entrepreneurs and she is the co-founder Chair of Women of Africa Arise Forum which unites women's organizations and professionals across Africa.

Bea is a globally respected leader, strategist and public speaker especially, on leadership and women empowerment related topics. Bea has extensive executive leadership experience from both Public and Private Sectors. She is a transformational leader in action, and a champion of women and youth empowerment- a life coach and a mentor to many. Bea in her capacity as President of Africa for Africa Women is a member of BRICS Feminists Watch, a member of UN Women NGOCSW Generation Equality International Advisory Women Committee and a member of GBVF National Strategic Plan Working Committee, South Africa.

A former Supply Chain Manager for Mercedes Benz of South Africa (MBSA), Bea championed the development and implementation of BEE policy within MBSA which was later adopted by the automotive industry where OEMs were obliged to develop and mentor the second-tier suppliers. Through implementation of this policy, most East London based companies including black owned SMEs grew to be global suppliers. Under her consulting company Transformation Africa, she also championed a program for SME development called Young Entrepreneurs Network which facilitated establishment and growth of Small Businesses in and around the Eastern Cape Province. In the advent of COVID 19 in 2020. Bea established a women's forum called Women of Africa Arise which saw women entrepreneurs from across Africa coming together to support one another through virtual engagements, this has grown to be a powerful network of women in business opening trade opportunities amongst themselves.

In recognition of her transformational leadership Bea became the first recipient of the prestigious BWASA Business Women of the Year Award in Government Category in 2014 as HOD of Social Development Department in the Eastern Cape, South Africa and in 2019 alone, Bea was awarded the Women Super Achievers Award at the 26th World HRD Congress in India as a thought leader and a contributor of value on Women in Leadership, the Inspiring Woman Leadership Award at the Africa Economy Builders Forum in Abidjan, Cote' D'Ivoire and Inspired Leader Award by Enspire Magazine in South Africa. She is the recipient of the GLOBAL EXCELLENCE AWARDS - TOP 40 FEMALE LEADERS OF THE YEAR 2021.

Bea is a Harvard alumnus and studied in various Universities in South Africa including the famous African Leaders University, Fort Hare. She is certified John Maxwell Coach and accredited European Foundation Quality Model (EFQM) Facilitator and Assessor, and an Independent training consultant to the National School of Government in South Africa, specializing in Executive Leadership Development program for both parliamentarians, political leadership and administration executives.

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## **Karissa J Adkins**

Award Winning International Speaker, CEO & Founder of 365DailyHustle, 2X International Best-Selling Author, and the Queen of Habit Change.

## **Biography**

Karissa Adkins is a former Marketing and HR professional turned 2X Entrepreneur, Certified Life, Health, & Mindset Coach, Board Certified NLP, Time-Line Therapy®, Hypnosis Practitioner, and champion for women's mental and physical health. Karissa is the voice behind the award-winning BossUp Babes Podcast Show, TV Personality, International Award-Winning Keynote Speaker, and 2X International Best-Selling Author. Karissa has been featured in networks such as ABC, CBC, USA Today, and NBC for her expertise in empowering and motivating women to live healthy, happy, and abundant lives. Karissa is an Executive Contributor for Brainz Magazine and has been featured on the cover of 2Inspire Health Magazine and Success Magazine.

With over 10 years of experience mentoring and coaching women to be BossUp Babes, Karissa teaches how any ordinary woman can BossUp and live extraordinary lives. Karissa is the authority in women's mental & physical health. Referred to as America's BossUp Babe and the Queen of Habit Change, Karissa is known for her fierce personality, insane levels of passion, high-level strategies, and a no-BS approach to living healthy, happy, and wealthy. Karissa is also the founder of the Gucci of online health and women's empowerment programs Reclaim Your Best Life and BossUp Your Body and Bank Account. Her personal experience with overcoming obesity, depression, and low levels of self-love coupled with a deep knowledge of NLP and Time-Line Therapy®, Hypnotherapy, Nutrition, Exercise, and Stress management makes Karissa's approach to women's mental and physical health unique and powerful. Karissa works at warp speed with laser-sharp focus and precision to build confident, strong, and healthy leaders.

She is the epitome of heart, soul, and fire combined, and her clients often refer to her as the modern-day Wonder Woman as she transforms women's mindsets, bodies, and lifestyles. Karissa's has been featured in print and broadcast around the world, including:

2Inspire Magazine, NBC, CBS, MarketWatch, HER's Fitness Magazine, USA Today

When She's not coaching, Karissa can be found traveling the world speaking on stages, writing her next book, spending time in nature, eating delicious food, building a strong body in the gym, and spending quality time with her husband and kids.

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## Joy Ogbemudia

Leeds Beckett University, UK  
J.O.Ogbemudia@leedsbeckett.ac.uk

## Biography

Joy Ogbemudia, Leeds Beckett University, UK, Joy is a Lecturer in the Leadership, Governance and People Management subject group at Leeds Business School, Leeds Beckett University. She specialises in Human Resource Management, Gender and Migration studies and Diversity Management.

Joy is a prolific academic with a BA in English Language, MSc in Human Resource Management and a PhD in Women's Studies. Her interdisciplinary background has helped to build a robust teaching portfolio in various departments across the social sciences in Sociology, Social Works, Centre for Life Long Learning, Human Resource Management and Business Management.

Joy's approach to teaching is greatly shaped by her experience of schooling and teaching both in Nigeria and the UK. Paying attention to the different learning styles, she is committed to building student-centred learning environment where students are supported to engage in learning.

One of Joy's goals is to shift classroom learning from quality control to quality assurance, paying attention to assessment of learning instead of assessment for learning. Her passion is to facilitate learning in a positive environment where every learner feels valued and enabled irrespective of background

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**Megan McDonough**  
CEO, Fox Studio, USA

## Biography

As an artist and early childhood educator, Megan saw the beauty of having time and space to be creative, and desired more than working a traditional 9-5 job. After speaking and witnessing other women feeling the same way, and wanting more time for her own three children, Megan began her entrepreneurial journey. First as a graphic designer, then developing her skills as a website designer and coach. Overcoming many past obstacles and limiting beliefs, Megan brings a unique highly-collaborative approach to her industry. Megan McDonough is the Founder and CEO of Fox Studio, a national design agency supporting female-led brands. Through marketing strategy, website development, and digital design, she helps women create sustainable, legacy-building brands. These women learn that they are cared for, supported and deserving of all that they desire.



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Youth are expected to advance the current technology, education, politics, peace of the country.

On the other hand, youths have also to maintain the culture of our culture, all good values in the societies, development projects, etc.

Youth is the backbone of any nation, because they have the propensity to change the dynamics of a new paradigm shift in society.

Youths also have a role to renew and refresh the current status of our society including leadership skills and innovations.

Allowing the youths to participate in a growing economy is an essential key to the national development of a society.

Youths need to be included in politics, programme drafting, decision making and policymaking process that will benefit their future in society.

Youths will not only directly experience the outcome of Sustainable Development Goals (SDGs) plans but will also be the key driver for the successful implementation of the SDGs.

It is important to understand that youths have the power to make a difference in a constitutional way towards nation-building.

### Biography

Mrs Ngozi Oyewole is an astute entrepreneur and has been a protagonist in the aspect of Youth Empowerment, Gender Equality and Innovation that are enshrined in SDG 4, 5 and 9 respectively. There was an overarching desire and consciousness to take to task some of the SDG goals. These were the compelling force and drive to the establishment of Strategic Women and Youth Institute (SWYI) in October 2021 of which she is the BoardChair/CEO. A distinct position supporting SDG 9 is the creation and hosting of a "Youth Idea Lab " Platform in March 2022 which aims to capture, collaborate, scale up and measure ideas of the youth in a central innovative Lab by empowering the young people to be self-confident and self-esteem.

## THE ROLE OF THE YOUTH ENTREPRENEURIAL SKILLS & POLICY MAKING

### Ngozi Oyewole

Board Chair/CEO

Strategic Women & Youth Institute (SWYI)



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**D**ifficult to deny it, men have achieved a lot in any career path, but women are gaining more and more success. The odds however, are still not favourable for women aiming at leadership positions in the tech industry, especially for female entrepreneurs. Only ~5% of tech start-ups are owned by women. The question we are asking ourselves is Why? And what can we do about it? One of the keys here is risk.

Research has shown that men and women can have different perceptions of risk, women more likely to avoid risks and prioritize safety and stability in their decision-making. Entrepreneurship is neither easy nor risk free, and many tech start-ups fail within a few years. But while a degree of risk is unavoidable, entrepreneurship is not a gamble. Successful entrepreneurs know when and how to take risks.

### Risk taking is a consequence of rational decision-making.

A new version of the comfort-stretch-panic-model (CSP) adapted to entrepreneurship can help calculate, control, and reduce risk, providing a framework for making decisions in uncertain situations. This structured approach to risk allows to identify the comfort zone, establish stretch goals, assess risks, and continuously monitor and adjust progresses. Learn from a real business case in the EdTech sector, the steps we took when facing one of the most critical phases, that of the survival of the company. How to step out of the comfort zone (when pivoting is the only way forward), and away from the panic zone (yes, we all can get there when cash starts running out) back into a safer stretch zone (the one where you can finally breathe and think, "I can make it!").

Risk is an integral part of entrepreneurship, but failure does not need to be part of your journey.

### Biography

Marina Tognetti graduated cum laude in Business & Economics from the Luiss Guido Carli University in Rome, after which she earned an MBA at INSEAD in Fontainebleau, France. She lived and worked in

## WOMEN CAN HAVE DIFFERENT PERCEPTIONS OF RISK-SUCCESSFUL ENTREPRENEURS ARE CALCULATED RISK TAKERS

### Marina Tognetti

Founder, CEO, Myngle, The Netherlands

different countries, and spent one year traveling through Asia. She speaks Italian, English, Dutch, French, Spanish, and a bit of Mandarin.[citation needed]

She started her career in marketing at Procter & Gamble in Rome, working on different consumer brands. She then moved to The Netherlands where she worked for Philips in Eindhoven, responsible for consumer monitors for South Europe. After her MBA at INSEAD, she joined Sara Lee in the division Coffee and Grocery, where she became first Marketing Director for Out of Home in Paris, France, then moved back to The Netherlands as Director of New Products. She then joined The Boston Consulting Group. She decided to do some hands-on experience in the Internet, joining eBay, after which she was ready to start her own company and founded Myngle.

She was inspired to start a platform for language learning when she was having difficulty learning Chinese herself. She concluded that language learning would be much easier if people could learn languages as if they were living in the country where the language was spoken, benefiting from native teachers through internet connections.[3] Her startup was able to expand with funding first from HenQ and some private investors and then from Rabobank in 2009.[2] The company made the switch from consumers to corporate clients early on and is now primarily focused on business clients. Marina is a regular speaker at conferences about women's leadership, entrepreneurship, and innovation. She received many international recognitions for her contribution as a woman in technology: 2008: Accenture Innovation Award; European Ventures Award; Benelux Ventures Award; Female Internet Hero of the Week. | 2009: 49 Most Notable Female Internet Heroes; Plugg People's Choice | 2010: The Next Women | 2012: Top 100 Women in Tech in Europe | 2014: GIT Girls in Tech of the Month | 2015: 50 Most Inspiring Women Tech Leaders in Europe | 2016: 50 Most Inspiring Women in Dutch technology Sector | 2017: WEF Iconic Women Creating a Better World for All; 50 Most Inspiring Women in Tech Netherlands; 20 Impeccable Women in Business; 30 Most Inspiring Women in Business | 2018: WEF Exceptional Women of Excellence; 20 Successful Shepreneurs to Watch; 20 Successful Businesswomen to Look For | 2019: Elite League of Innovative CEOs; 10 Most Inspiring Entrepreneurs; 25 Creative Businesswomen Moving Beyond Excellence | 2020: The 10 Most Empowering Women in Business



## 21<sup>st</sup> CENTURY WOMEN'S ENTREPRENEURSHIP & LEADERSHIP

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Women's entrepreneurship and their role in African leadership continue to grow steadily for over a decade, as the number of women-owned businesses worldwide has increased dramatically. Women entrepreneurs create new jobs for themselves and others and, by being different, also provide society with different solutions to management, organisation and business problems and the exploitation of entrepreneurial opportunities. Despite the statistics released by the African Report (2021), the continent has the highest number of women entrepreneurs globally, with a percentage rate of 58% of self-owned enterprises. The percentage rate of women business leaders remains at 5%. Thus, a market failure exists, discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs. This market failure needs to be addressed by policymakers so that the economic potential of this group can be fully utilised. While, without a doubt, the economic impact of women is substantial, we still lack a reliable picture describing in detail that specific impact. The paper examines significant research questions and highlights the most recent scholarship on women's entrepreneurship within several key domains. The findings integrate broad areas of inquiry, including the emergence of women-owned firms in the global economy, entrepreneurial and firm characteristics, financing patterns, the greatest challenges to enterprise growth, and the influence of culture and family on the entrepreneurial organization. Recommendations are provided to contribute to an increased understanding of the dynamics of women-headed entrepreneurial enterprises worldwide.

**Keywords:** Women Entrepreneurship, Leadership, Policies and Inclusive Approach.

### Biography

Dr Tinuade Adekunbi Ojo is the unit head for Pan African Women Studies at the Institute of Pan African Thought and Conversation. She also serves as an academic and researcher at the Department of Politics and International Relations and the 4IR and

## DYNAMICS OF AFRICAN WOMEN ENTREPRENEURS AND LEADERSHIP: POLICIES AND INCLUSIVE APPROACH

### Dr. Tinuade Adekunbi Ojo

Pan African Women Studies, Institute for Pan African Thought and Conversation (IPATC) and the 4IR and Digital Policy Research Unit (4DPRU), University of Johannesburg. South Africa

Editor: African Journal of Political Science (AAPS Journal)

Managing Editor: Digital Policy Studies, (DPS) University of Johannesburg. South Africa

Editor: BRICS Journal, University of Johannesburg.

Digital Policy Research Unit at the University of Johannesburg. She holds a PhD in political science from the University of Pretoria. Her master's and honours were in Development Studies from UNISA. As a feminist political economist, her work explores the gendered dimension of trade, financial inclusion, sustainable development goals, digital transformation in policy, politics and digitalization, international political economy, gender inequality and poverty reduction strategies. Tinuade has published a wide range of works on gender and development policy, the IMF's external relations with Africa, BRICS, Southern Africa, and West Africa, focusing on the political economy of trade and aid. In addition, she has acted as a peer reviewer for renowned scientific journals.

Additionally, Tinuade is a senior research fellow for the African School of Governance and Policy Studies and a research associate at the African Centre for the Study of the United States (ACSUS-UP). She has held and still holds various administrative portfolios, including tutor, supervisor, usher, mentor, and administrator for postgraduate students. She is an Associate Editor for African Journal for Political Science (AJPS), and BRICS Journal and Managing Editor and Researcher for the Digital Policy Studies Unit (4DPRU) at Johannesburg. Tinuade is a member of international and local associates, CAAS, IPSA, AAPS, ASA, DSA, UNASA UP, SACE, SAAPS, and others. Tinuade is the African Association of Political Science (AAPS) program officer. She is responsible for Partnership and Resource Mobilization for CBWN-Africa. Additionally, she receives many awards, scholarships and grants, presented at local and international conferences. Her recent work debates "Ojo, TA (2022). Digital Financial Inclusion for Women in the Fourth Industrial Revolution: A Key Towards SDG 5. Africa Review. (2022), 1-26. doi: <https://doi.org/10.1163/09744061-20220204>" and "Gendered Finance and Economic Opportunities in SADC Communities: An overview of Challenges and Prospects" and Global Governance of Finance and African Relations with the World, in The Palgrave Handbook of Africa and the Changing Global Order, Palgrave MacMillan by T. Falola & S.O. Oloruntoba, 2022. Palgrave Macmillan, Cham.





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Women have been gaining more space in the workplace; financial, political, economic and/or activities previously thought to be the exclusive domain of men. The generational barrier has been broken. I am sure that this is very important because the exclusion was due to customary situations, not due to questions of capacity, abilities, virtues and just thinking of society in general.

We all have our virtues and it is worth noting the ones that each one of us has regardless of our gender.

It is important from home to teach our sons and daughters that we all have the same rights and obligations so that future generations achieve equal opportunity.

### Biography

Current CEO of International Recovery and Collection where he has been working for the last 15 years, he has worked on various transactions on behalf of government export agencies in the United States, Europe and China.

Current president in Quintana Roo of the National Council of Business Leaders in Mexico /Consejo Nacional de Líderes Empresarios Current columnist at the magazine in Mexico Energía Hoy. Born in Mexico City in 1974, he studied Industrial Engineering at Tecnológico de Monterrey. Master in International Law. Expert in international business and public relations and credit risk mitigation. Expert in accounts receivable, global debt collection, recovery, due diligence and investigation services. Risk mitigation. International business and sales. Debt negotiation with national and international institutions (Export - Import Bank of USA). High skills in persuasion with commercial, psychological and legal strategies. Experience in global logistics (land, rail-road, ocean and air freights) purchasing, foreign trade, sales, administration, and energy.

Other honorary positions: WBAF Senator, Mexico. His role(s) at the World Business Angel Investment Forum and its institutes: Committee Member, Ethical Governance, Standards of Excellence, and Quality Leadership Committee International. Columnist for the newspaper El Correo del Golfo, the only Spanish-language newspaper in the United Arab Emirates that aims to connect the Middle East with Spanish-

## IMPORTANCE OF THE INCLUSION OF THE WOMEN IN THE FINANCIAL WORLD

### Thor Robledo Sandoval

CEO, International Recovery & Collection, Mexico

speaking countries. Logistics director of the largest maquiladora in Mexico (with headquarters in Hong-Kong) and purchasing director of a railway company with headquarters in the USA.



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Diversity, inclusion, and belonging has a symbiotic, but complicated relationship in America. The foundation of this complication is due in part to the social order in which whites are the dominant group in every major sector of society while nonwhites, particularly African Americans, are at the bottom. This social order is also mirrored in organizational structures in which whites, in positions of leadership, project their culture of dominance within the organization. This has a profound effect on nonwhites, especially upon African Americans within the structure, who may feel that they must be inauthentic while associated with the organization and/or entity to survive. This talk explores these dynamics by critically interrogating how leadership plays a role not only in organizations and institutions, but also in politics, activism, and society at large. What is gleaned from this analysis is that diversity, inclusion, and belonging will not require an undertaking of special programs and initiatives if white people and organizations transform their ideology on the function of nonwhites, in particular in the context of the historical hurdles that African Americans face, in society at large as well as within organizations.

### Biography

Dr. Vincent Edward Oluwole Adejumo Dr. Vincent Edward Oluwole Adejumo is from Tampa FL and is a 2008 graduate of the Florida State University, earning a bachelor's of science degree in Business Administration, triple majoring in Business Management, Management Information Systems, and Human Resource Management.

In the Summer of 2015, Dr. Adejumo graduated from the University of Florida's Political Science PhD program majoring in policy and administration. He is currently a fulltime lecturer in the African American Studies program at UF teaching Intro to African American Studies, The Wire, Mentoring At-Risk Youth, Black Wall Street, and Black Masculinity.

Due to his continued involvement and reputation for teaching at the University of Florida, Dr. Adejumo was selected as the Professor of the Year by the UF Black Student Union for the 2015-2016 school year. He was also selected as the Professor and Advisor of the Year by the UF College of Liberal Arts and Sciences for the

## DIVERSITY, INCLUSION AND BELONGING

### Dr. Vincent Edward Oluwole Adejumo

University of Florida, USA

2017-2018 school year.

#### Professional Certificates

Professional Educator's Certificate, State of Florida Department of Education July 2017 – June 2022

Certified to teach Social Science/Grades 6-12. Department of Education Certificate number 1337698

#### Professional Affiliations

Member, The National Association for the Advancement of Colored People, 2017 – present

Member, National Conference of Black Political Scientist, 2016 to Present

Member, Association for the study of African American Life and History (ASALH), 2013 to present

Member, National Council for Black Studies (NCBS), 2012 to present

President, Black Graduate Student Organization at the University of Florida (BGSO), 2012-2013

Member<, Phi Beta Sigma Fraternity Incorporated (PBS), 2006 to present



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**Introductions & Background:** The World needs heart-led, embodied, radically compassionate leaders who can embrace the spirit of collaboration and share power more equitably. This is the call to WAKE UP & transform from the inside out! It is not enough to create psychological safety from the terrain of the mind which is conditioned from a place of fear, lack and scarcity. We must go deeper within ourselves, to excavate the shackles of oppression and release an embodied liberation consciousness that supports freedom, choice, authenticity and self-leadership for the greater good of ALL.

People in positions of healing/helping and leading—are being invited into a new path...A path that begins with a commitment to our own healing, growth, evolution and embodiment. I have experienced the ripples of what is possible when we listen from a deeply attuned, compassionate place of resonance. Where the process of relating is prioritized and we heal and co-lead together. I have been gifted with opportunities to work with other healers and leaders to help shift and transform their own nervous system. In doing so, I have noticed the emergence of structures/systems and approaches that are softening and policies/practices evolving to be more flexibly attuned, creative, inclusive, trauma-responsive, intersectional, visionary and heart-led.

**Aim/Objective:** To invite people into a path not yet noticed. A path where we recognize how our own healing and commitment to well-being is our currency & supports the co-creation of a just, kinder and more liberating world.

**Materials & Methods/Approach:** This presentation will use various slides as guides. Various experiential and somatic approaches will be shared to deepen awareness and self-reflection.

**Results/Discussion:** Participants are supported to reflect on their own healing journey and deepen self-inquiry. Somatic heartfelt contemplations will be used to expand and

## TRANSFORMATIONAL LEADING & EMBODIED RADICAL COMPASSION

### Ann Bayly-Bruneel RP

SEP, RCAT, OATR Canada

Heart-Sight Psychotherapy Services, Canada

deepen conscious compassionate awareness.

### Biography

Ann Bayly-Bruneel is a Registered Psychotherapist who has passionately worked in the area of mental health, trauma and addictions. Ann has worked in various hospital, community and private practice settings and offers mentorship to her peers. Ann practices within a framework that is anti-oppressive, anti-racist, trauma-responsive, attachment oriented and somatically informed. Ann recognizes embodied radical self-compassion, self-leadership and trauma healing as revolutionary forces that enhance our personal and collective capacity and resilience. As a transformational leader, writer and activist, Ann is actively committed to her own growth and healing and sees this as integral to providing integrative, generative and compassionate care. She works alongside other transformational leaders and artists who lead with love to usher in a braver, bolder and kinder world that uplifts our humanity & celebrates our deepest sublime nature.



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**B**rief Theme: Leading a life defined by others expectations can leave us feeling unfulfilled and lost. It makes us forget about our own dreams and stops us from believing we are capable. When we take accountability, find our voice and reconnect with who we are as women, the outcomes are limitless. In this keynote, Silvia Ayuso shares why so many women in the corporate world are struggling, and what they can do to shift from surviving to thriving.

## USE YOUR VOICE, BECOME UNSTOPPABLE

### Silvia Ayuso

Global Transformational Leadership Expert, Author, speaker, Success Coach for Women

### Biography

Founder and CEO of Silvia Ayuso International.

I am an entrepreneur with 10 years of experience as an Expert in Transformational Leadership for Women.

I provide Coaching, Advice and Support for CEO's, Managers and Leaders, and I am committed to the advancement of Diversity, Equity and Inclusion (DEI).

I work with women leaders (established and aspiring) who want to develop their self-leadership, find/use their voice and create opportunities that allow them and the companies they work for to thrive.

I have worked with hundreds of women CEO's, managers and global brand leaders over the past decade - helping them gain clarity and confidence, accelerate their careers and achieve their goals and objectives both personally and professionally.

In addition to my coaching accreditation and experience, I bring over 25 years of international experience as an executive in multinational companies in different countries (France, UK, Spain and Portugal), and I also worked at the United Nations (New York, USA) for 10 years.

I am a Public speaker, radio broadcaster and talent mentor, and I love to collaborate with international organizations to support and empower women at risk of social exclusion.

In 2023 I have been named by CIO TIMES Magazine as one of the 5 most influential women to follow in the world of entrepreneurship and women's leadership.



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This study examines the actions of Michael Scott, self-proclaimed “World’s Best Boss”, to determine how he communicates leadership on *The Office*. Using Northouse’s (2020) definition of leadership, Scott’s behavior is content analyzed to establish his particular message transmission tendencies. Further, given Scott’s unique management style, George’s (2003) dimensions of authentic leadership are used to code Scott’s behavior as Scantron’s regional manager. Based on a quantitative coding of shows, two main findings are advanced. First, Scott’s leadership prioritizes verbal over nonverbal messages. Second, Scott’s approach to leadership emphasizes the authentic dimensions of close relationships, clear purpose, and a caring heart most often with his employees. Scenes from *The Office* are identified that validate these findings and feature authentic leadership theory in action. Pragmatically, this research offers trainers, managers, and teachers a resource for educating trainees and students on the role of verbal and nonverbal messages in leadership as well as a tool for developing authentic leadership in others

### Biography

Dr. Philip Aust is an Associate Professor at Kennesaw State University (KSU) in greater Atlanta, Georgia. KSU is Georgia’s second largest public university with an enrollment of 43,000 undergraduate and graduate students.

With over 30 years of university instructional experience at the undergraduate and graduate levels, Dr. Aust teaches courses offered in KSU’s School of Communication and Media. His instruction emphasizes leadership development in professional and personal contexts. He regularly teaches Leadership, Organizational Consulting, Training and Development, Intercultural Communication, Interpersonal Communication and Research Methods using face-to-face, hybrid, and (synchronous and asynchronous) online formats. Dr. Aust has been recognized for outstanding instruction by KSU’s Center for Excellence in Teaching and Learning, Center for Student Leadership, and KSU’s Career Services Center for exceptional service-learning.

Dr. Aust has authored and co-authored journal articles in such outlets as *Business Communication Quarterly*,

## MICHAEL SCOTT AND AUTHENTIC LEADERSHIP: WHAT WE LEARN ABOUT LEADERSHIP FROM THE OFFICE

**Philip J. Aust**

Kennesaw State University, USA

Communication Studies, and *The Journal of Leadership Studies*. His book entitled *The Essence of Who We Are* is available from Amazon. He is currently working on research that examines the intersect of gender and language in instructional settings.

Dr. Aust regularly serves as a consultant and corporate trainer for profit and non-profit Atlanta-based organizations. He has worked with over 70 different companies including Coca-Cola, Home Depot, Lowes, and Lockheed Martin. Ultimately, his aim is to equip others with the knowledge and skills to make better communicative choices in their professional and personal lives.



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It has taken me 41 years and 3 months to truly love myself and understand what my Creative Genius is. Now, I am on a mission to show other women that what makes them unique is what will also have them thriving in life and in business. We are

going to understand what your “Creative Genius” is, how we unlock it, and to use it to grow into a WildFlower CEO, untamed and with wild dreams.

## UNLOCKING YOUR CREATIVE GENIUS TO GROW TO SIX FIGURE

**Megan McDonough**  
CEO, Fox Studio, USA

### Biography

CEO & Founder of Fox Studio, Brand Coach & Website Designer for female-led businesses.

As an artist and early childhood educator, Megan saw the beauty of having time and space to be creative, and desired more than working a traditional 9-5 job. After speaking and witnessing other women feeling the same way, and wanting more time for her own three children, Megan began her entrepreneurial journey. First as a graphic designer, then developing her skills as a website designer and coach. Overcoming many past obstacles and limiting beliefs, Megan brings a unique highly-collaborative approach to her industry. Megan McDonough is the Founder and CEO of Fox Studio, a national design agency supporting female-led brands. Through marketing strategy, website development, and digital design, she helps women create sustainable, legacy-building brands. These women learn that they are cared for, supported and deserving of all that they desire.



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Menopausal women may suffer from a variety of symptoms including hot flashes, natural mood swings, and other concerns associated with menopause. A 12-week longitudinal study with 247 US menopausal women was undertaken to investigate the perceptual efficacy of a tablet formulated with an extract of Siberian rhubarb to provide relief from menopausal symptoms. The 5-point menopause rating scale (MRS) (0=None, 1=Mild, 2=Moderate, 3=Severe, 4=Extremely severe) was used to measure symptom intensity. The sparse hierarchical clustering (SHC) method was used for consumer segmentation to simultaneously find clusters of women and the important clustering variables.

MRS symptom relief over the course of the study was compared to a baseline measure by transforming the MRS ratings data into *R-index* using the MRS category frequencies at an initial week and subsequent weeks. The *R-index* is a measure of the perceptual difference of intensity of a symptom at a week, e.g., week 12, from that at week 1. Functional data analysis (FDA) modeling of the *R-index* values provides analysis of perceptual differences throughout the longitudinal study to examine MRS attribute effects over time. An index, A.RDEX, which is based on area under the *R-index* curve (AUC) in the range of 0 to 84 days was used to measure percentage efficacy of symptom relief.

Results showed symptom relief occurred through the first 17 days in terms of *R-index* = 0.64 for the MRS Total Score and improves with continued use, reaching an A.RDEX = 0.42 by 84 days, suggesting about 42% relief considering all 11 MRS attributes.

This research was funded by the Nutrilite Health Institute.

### Biography

Carla Kuesten - Dr. Kuesten has 30+ years of experience in sensory and consumer research; she establishes and implements strategic direction for research and conducts global basic and applied qualitative and quantitative research studies to uncover insights for better lives through innovation.

## MENOPAUSE RATING SCALE SEVERITY OF SYMPTOMS COLLECTED FROM PERIMENOPAUSAL AND POSTMENOPAUSAL US WOMEN IN A MENOPAUSE TABLET PERCEPTUAL EFFICACY STUDY: SPARSE HIERARCHICAL CLUSTERING, *R-INDEX* MEASURES, AND A NEW AREA UNDER THE CURVE (AUC) INDEX FOR MEASUREMENT OF PERCEPTUAL EFFICACY

### Carla Kuesten

Principal Consultant

Kuesten Sensory Perception Research, LLC, USA

Carla's recent publications and presentations have focused on integrating sensory and consumer research through development of new methods and application of perceptual scaling, descriptive, and discrimination methods. Carla is a member of Institute of Food Technologists (IFT), Society of Sensory Professionals (SSP), Sensometrics, and American Society for Testing and Materials (ASTM) International. She has held numerous positions over the years in personal and home care, nutrition, and food/beverage industries as well as consulting. Currently, she is Principal Consultant at Kuesten Sensory Perception Research, LLC, serving the research community.



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# PIVOTING THE PERSPECTIVES OF PUBLIC RELATIONS WITH TRADITIONAL & POP CULTURE IN THE 2020S

## Nicole Farrell

CEO, Public Relations Consultant, Image & Reputation Coach/  
Personal Stylist Au Courant EventZ, Tobago

### Biography

Au Courant EventZ NICOLE S. FARRELL is based in the twin-island Republic of Trinidad and Tobago where she spearheads her company, Au Courant EventZ (pronounced Aw-Koo-Ruh Events). She has been operating her business since 2017, and has been using her experience of two decades in the Media and Entertainment industries, to serve local and international clients in her capacities as Image & Reputation Coach, Public Relations Consultant and Personal Stylist.

Her entry into the working world saw her employed primarily at financial institutions as an Executive Assistant to middle managers and top executives. After twelve years in Corporate Trinidad, she felt a distinct urge to switch careers and return to her passions in the Arts, something that had been close to her heart earlier in her life.

As fate would have it, she was 'discovered' and soon began a full-time career in Media and Entertainment, becoming a Radio Personality. Since then and before becoming an entrepreneur, she has enjoyed countless roles having been a Theatre Actress, Television Talk Show Host, Magazine Columnist, Television Actress, Ad Voice Talent, Event Host, Ad Campaign Producer, Copywriter and Branding Strategist.

Between 2012 and 2017, she discontinued several freelance jobs. In 2016, she pursued a Certificate Course in Event Management & Business Protocol. Shortly thereafter, she registered her business and began operations in 2017. Her first major Public Relations client was the Miss World Trinidad and Tobago (MWTT) Pageant Company, where she was hired as their Publicist and Communications Specialist. In the following years, she has gone on to successfully help both local and international clients, from entrepreneurs to corporate entities, NGOs and entertainers within her Public Relations portfolio.

As an Image & Reputation Coach and Personal Stylist, this visionary in her own right, helps professional women to adopt a more confident and authoritative way of handling work and business situations, be powerful during public speaking and to refine their personal style. Her coaching encompasses Media Interview Coaching, Soft Skills Coaching, Public Speaking, Photography Posing and Body Language Coaching. Her overall professional thrust encompasses one-on-one and group coaching, business collaborations, mentorship, speaking engagements and partnerships. In June of 2022, she also began offering pageant coaching for aspiring delegates.

2022 sparked a frequency of invitations for her with international speaking engagements and foreign-based podcast interviews. From the period March to July 2022, she participated in a total of 11 events and interviews, which included Summits, Conferences and Interviews.

It is her goal to continue to share her knowledge, expertise and experience with global audiences and build solid relationships with her counterparts locally, regionally and internationally.





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## **Milkia Waller**

CEO, Milki Way Cosmetics & Skincare, USA

## **Biography**

Milkia Waller is an author, a queen, an actress, and an entrepreneur. She is a best-selling author of books on overcoming fears, embracing success, dreaming big, finding the purpose of pain, and gaining unshakable faith. She empowers women to discover their best selves and find confidence rooted within. She is the founder of Kingdom Women Win ministry and Crystal Clear Children non-profit for the youth. Also, she is the CEO of Milki Way Cosmetics & Skincare.



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In Nigeria, IMF shared a statistic indicating that 52 million women live in “extreme poverty” (Onwuka et al, 2019), and thus are not economically empowered which in turn results in the inability to create a more sustainable society. It is noted that some work has been done to help improve Nigerian women’s economic power and lift them from poverty however, a vast number of them are still living in extreme poverty and with little understanding of their rights to be involved in the economic growth of their nation as well as their role in helping Nigeria build a more sustainable society. Using a descriptive methodology as well as an interview where 80 Nigerian women were interviewed with one woman whose story will be used as a case study and discussed in the conference presentation, a research finding was arrived at. The presentation will share the preliminary findings that an average Nigerian Woman faces certain limiting socio-cultural problems which hinder their economic empowerment. Some of the interviewees who were petty traders and widows particularly have faced repugnant and inhumane treatments that have often rendered them disempowered and extremely poor. Despite all these, the average Nigerian woman is still resilient and motivated to take action to continue on their road to economic empowerment and we are providing such a platform in our organization (ESMI).

### Biography

Adaobi Ezeadum (Nèe Ibeanu) is a Divergent Thinker, Public Speaker, a Mindset Coach (Fear strategist), and a lady with a positive mental attitude. She is the Founder and Chairman Board of Trustees of a Non-Governmental Organization, The Empowered Sapiens Mulier Initiative (ESMI) – an NGO that seeks to provide solutions to socio-cultural women and girl child problems through community projects and activities while leveraging innovative advocacy strategies.

Her coaching prowess has helped impact other women by putting them back on the journey to self-discovery or rediscovery. She is committed to helping them reprogram their minds and not letting fear win.

She holds a Master’s degree in Law with an MBA in Leadership and Organizational Development, She is a

## WOMEN ECONOMIC EMPOWERMENT- A PRECURSOR TO BUILDING A MORE SUSTAINABLE SOCIETY (NIGERIA AS A CASE STUDY)

**Adaobi Ezeadum ~ LL.M. MBA**

Founder of The Empowered Sapiens Mulier Initiative, Nigeria

licensed Nigerian Attorney, Wife and Mother, A Practicing Christian, Author, and an emerging Global World Leader.



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Entrepreneurship research and scholarship generally presents the entrepreneur as male but about 42% of entrepreneurs worldwide are women, which gives a fairly equal picture between male and female entrepreneurs in the world. Also, the state of ethnic minority women entrepreneurs is often left out of conversations and research.

Although there are many Nigerian women entrepreneurs in the UK, there is a dearth of research in this area. In academic research in Europe, Nigerians are often categorised as Africans or Blacks; research that specifically focus on Nigerian women tend to concentrate on trafficking, smuggling and prostitution while ignoring other Nigerian women who are not involved in such activities.

This systematic literature review presents the analysis of some existing research output on Nigerian women entrepreneurs in the UK and identifies possible research gaps. It seeks to present a balanced view of the state of Nigerian women entrepreneurs in the UK, presenting both the success stories and analysing the challenges they face with a goal to discussing some practical recommendations.

Findings present Nigerian women entrepreneurs as contributors to community growth and economic development but in addition to facing the challenges of patriarchy and toxic masculinity, they are plagued with the complex intersection of gendered policies, systemic discrimination and structural biases.

### Biography

Joy Ogbemudia, Leeds Beckett University, UK, Joy is a Lecturer in the Leadership, Governance and People Management subject group at Leeds Business School, Leeds Beckett University. She specialises in Human Resource Management, Gender and Migration studies and Diversity Management.

Joy is a prolific academic with a BA in English Language, MSc in Human Resource Management and a PhD in Women's Studies. Her interdisciplinary background has helped to build a robust teaching portfolio in various departments across the social

## NIGERIAN WOMEN ENTREPRENEURS IN THE UK: A SYSTEMATIC LITERATURE REVIEW

### Joy Ogbemudia

Leeds Beckett University, UK

sciences in Sociology, Social Works, Centre for Life Long Learning, Human Resource Management and Business Management.

Joy's approach to teaching is greatly shaped by her experience of schooling and teaching both in Nigeria and the UK. Paying attention to the different learning styles, she is committed to building student-centred learning environment where students are supported to engage in learning.

One of Joy's goals is to shift classroom learning from quality control to quality assurance, paying attention to assessment of learning instead of assessment for learning. Her passion is to facilitate learning in a positive environment where every learner feels valued and enabled irrespective of background



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### Saresa M Cooper

Curated by Confidence, Inc.

Confidence, Beauty & Energetic; Consulting, Coaching & Curation, USA

### Biography

Saresa Michele Cooper is a visionary, coach, and thought leader who is extremely passionate about taking women on personal journeys to realize their highest potential anchored by self-confidence. She delights in serving her communities, which is exhibited by the work she has done at Catholic Charities in Ft. Worth, TX serving as a Project Manager. Saresa is also an accomplished author and wrote "A Course in Confidence". She has had the opportunity to curate and course in confidence based on her top-selling book at various conferences and workshops geared towards empowering women.

Saresa originally hails from Aurora, Colorado, grew up as an "army brat", and currently resides in Ft. Worth TX. Professionally she's a seasoned Program and Event Manager. Personally, she's a vigilant champion for women and wholly believes that circumstances don't dictate how far you can go and accomplish – you just have to do the important self-work.

When she's not working and researching, Saresa enjoys spending time with her chihuahua, D'ijor, traveling, reading, and catching a good movie from time to time.



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In this transformative talk, discover the power of self-defense in building a life of confidence, strength, and resilience. Through this talk, you will learn how it's not just about physical self-defense - we also recognize the importance of emotional and psychological well-being. Leslie will dive into topics such as boundary-setting, self-care, and confidence-building, all designed to help you feel empowered in all aspects of your life. Leslie discusses her holistic approach to self-defense and shares empowering mindset shifts that will help you navigate challenging situations with grace, increase your level of self-advocacy, and root yourself in love and courage.

## EMPOWERING WOMEN THROUGH SELF-DEFENSE

### Leslie Lew

Founder, Reclaiming Your Courage, USA  
A Trauma-Informed Self-Defense Coach,  
International best-selling author and Speaker

### Biography

Leslie is the Founder of Reclaiming Your Courage, a Trauma-Informed Self-Defense Coach, international best-selling author and speaker. She values love, courage, and community. Her mission is to save the lives of women globally. Leslie is a second-generation Korean and Chinese American, San Francisco native, mother of two, and wife. She is a two-time black belt and has been a martial artist for over 20 years.

Leslie empowers purpose-driven women to ignite their strength through their mind, body, and voice. At the start of the pandemic, Leslie was deeply impacted by the rise of anti-Asian hate crimes. She has dedicated her life to #stopasianhate and strengthening her community by helping Asian women find their voice and not fall victim to being perceived as easy prey.

She is an ally to the BIPOC, Latinx, LGBTQIA+, Neurodivergent, and Differently Abled communities.



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**WORD CHOICE :** Storytelling | Emotion  
Repetition

**STORYTELLING :** The art of storytelling engages audience members from start to finish. Storytelling is a mental picture-story with a moral ending

**EMOTION :** Emotion within your speech inspires a heartfelt reaction through positive word choice. Emotion is a strong feeling that creates a connection.

**REPETITION:** Repetition is voice commands that make your audience members respond directly to you. Repetition is the ability to get your audience repeating back to you a word or statement that has been spoken

**VOICE DYNAMICS :** Change of Tone | Dramatic Pause | Voice Projection

**CHANGE OF TONE :** Change of tone is tone inflection that keeps the interest of your audience.

Change of tone is a way of speaking that gives a range of variety in the tone of a speaker's voice

**DRAMATIC PAUSE:** Dramatic pause makes the audience reflect and put emphasis on what was said in a previous statement. Dramatic pause is a short moment of silence of 3 to 5 seconds between a word or statement that creates an intriguing suspense.

**VOICE PROJECTION:** Voice projection is the ability to make your voice create a climax moment during your speech that leaves audience members at the edge of their seats. Voice projection is a climax moment in the speech that places a strong emphasis on a word or statement.

**BODY LANGUAGE:** Hand Gestures Eye Contact  
Facial Expressions

**HAND GESTURES:** Hand gestures provides additional meaning to your speech through specific bodily movements on stage. Hand

## THE 9 STEPS OF PUBLIC SPEAKING

### Juan Camilo Velez Leon

Founder, Comunidadcec CEO,  
Alive Vivosporjesus Publisher, Editorial Harvest Mentor, Elreyjesus,  
Madrid, Spain

gestures is a movement with the hand to express a specific meaning

**EYE CONTACT:** Eye contact is the ability to get your audience to connect with you and be actively engaged during your presentation. Eye contact is a gaze with the eyes of 3 to 5 seconds that grabs the attention of a person.

**FACIAL EXPRESSIONS:** Facial expressions makes your presentation become more believable to your audience. Facial expressions is a look on somebody's face that conveys or inspires a thought or emotion.

### Biography

Juan Camilo Velez is the author of the books "el éxito detrás del compromiso", "90 reflexiones para vivir exitosamente", "gracias: la llave maestra", and "los dos cimientos". With the book "brilla, un llamado a ser la luz del mundo", there are already five books of his authorship since 2017 in which he first published one of his works. He is the founder of the platform crecer en conocimiento, with which he published his first four books, in addition to another twenty works by various authors. Currently, the cec platform no longer offers editorial services, but maintains the digital blog that receives approximately five thousand visits per month. Together with his wife jenifer losa, with whom he resides in the spanish capital, he develops leadership activities in the ministry el rey jesús madrid, of which he has been a member since 2013. In addition, he gives conferences, preachings and lectures in the different activities of his local church and churches attached to it in the spanish territory. Also, together with his wife, he is the founder of the christian fashion brand alive, alive for Jesus®.



TEXTSCRIBE LLC



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**APRIL 21-22, 2023 | 23\* VIRTUAL TALKS**

Crowne Plaza Madrid Airport, Madrid

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**(VIRTUAL TALKS)**

**DAY 3**



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## MINDSET & SKILLSET TO BUILD A 7 FIGURE BUSINESS

### Kiani Mills

National Leadership & Motivational Speaker | Property Specialist & Enthusiast  
CEO of Imperiale Pty Ltd, National Conveyancing & Legal Firm  
Self Directed Healing Practitioner, Australia

### Biography

Kiani Mills is a highly successful entrepreneur, multimillion dollar business owner, speaker and a leading figure in the property industry in Australia. As a prominent female CEO in a male dominated industry, a single mother of two, and professional speaker, Kiani uses her influence to inspire and educate the corporate world on the application of spirituality in the workplace and how that can lead to success both in business and in personal life. Humanising Business. She owns a National Property Law & Conveyancing Firm in Australia, Imperiale Property. The feminine translation of the word 'Empire', assisting all Australians build their wealth and EMPIRE through property. Kiani has been a keynote speaker for a number of leading companies including ANZ Bank, Bank of Queensland, Commonwealth Bank, Buyers Agent Institute, and Hocking Stuart. She has been a guest on numerous property podcasts such as Real Estate Right, Geared for Growth, Property Developer Podcast, The Wire. And has been a featured expert on multiple media outlets such as DailyMail, News.com.au, Mumamia, Daily Mail UK, Chanel 9, Chanel 7, Sunrise and many global outlets. She is also a proud member of Global Women's Speakers. Kiani founded her first million dollar business at the age of 27. And has since founded and successfully run multiple 6 and 7 figure businesses, across Australia. She has spent the last 10 years perfecting the art of opening, optimising & driving businesses to success. Trialling and personally testing the process, parting ways with thousands of dollars, family time, children time and personal time to bring this program to life. This program will give back control to the owner of the business, bring clarity to the big picture, and provide a clear path way to business success and growth – OVER NIGHT! Without making the same sacrifices she did! The journey doesn't have to be hard, if we simply know where to look and where to start. Join Kiani as she will lead the way to success, despite all odds.





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# ADDRESSING EMPLOYEE BURNOUT: ARE YOU SOLVING THE RIGHT PROBLEM

## Judy Ryan

CEO and Founder, Life Work Systems, USA

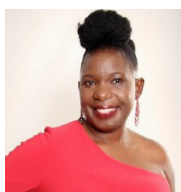
### Biography

Judy Ryan is founder and CEO of LifeWork Systems, an award-winning performance management company specializing in culture transformation frameworks since 2002. Her organization received the Vanguard Award for Innovation from the St. Louis Mental Health Board for her unconventional model and the measurable results she achieved when applying it to large scale projects. She is a recognized thought leader in applied behavioral science systems that impact deep culture change for exceptional outcomes. Her culture models are consistent with today's rapid speed of change, diversity and complexity and trends towards agile principles and practices in business and technology.

Judy is the author of "What's the Deal with Workplace Culture Change?" (Published by People Tested Media in 2015), a columnist on 'Emotional Intelligence' in The Women's Journals nationally since 2005, a columnist on 'The Extraordinary Workplace' in St. Louis Small Business Monthly since 2012 and a columnist for 'Hispanic Leadership' for Autentico since 2019. She has approximately 200 published articles to date. She is also a systems developer and integrator, consultant, trainer, coach, and keynote presenter, with guest appearances on podcasts, radio and television.

Judy is responsible for creating a fully scalable, digital platform and support processes within her framework, for distributing Teal organizational development skills to all people and sustaining them within an organization, for greater emotional intelligence, as it is highly needed in this period of globalization and digital transformation, when many people are seeking to successfully navigate 21st century techno-human ecosystems. She understands that to keep current with the agility of business, people must be equally agile in every way, including within heuristic, cross-functioning teamwork. Judy Ryan's purpose is to create a world in which all people love their lives.

When Beethoven saw a piano, he saw a symphony. When Judy Ryan meets people, she sees the unseen beauty and truth beneath the surface and uncovers it. And that truth – the one that's really happening under the surface – is what we all need to see. The old ways of understanding human systems are not working anymore – the way of superior versus inferior or management versus employee or parent versus child. They never did (not without lasting, serious, negative side effects). And our world is suffering because of this; we need a powerful, positive and sustainable transformation.



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**Introduction:** Despite the fact that ICT provides unprecedented social and economic opportunities, reshapes social and economic structures, and drives the emergence of new socio-economic networks, women are largely excluded from engaging with smart technologies in the place of work, with women holding only 19% of tech-related jobs in the top ten global tech companies. Improved access to ICT can help provide women with job possibilities and resources that can help close the gender wage gap, make education and health information more accessible, help reduce violence against women, and lead to women's leadership empowerment. In the workplace, a fundamental shift is taking place. As cyber physical systems spread and become more sophisticated, Industry 4.0 is changing industries and the labor market. How will the new shift affect women? These are the concerns that everyone in society should be thinking about. What should society do to ensure that women are included in the new order? What steps should women take to prepare for the future of work?

**Objective:** To motivate women to take action to promote gender equality in technology and to provide practical advice on how to begin preparing for the future of work. Outcome is to inspire participants to action, to leverage the opportunities presented by technology, as they will be equipped with knowledge for the future of work.

**Conclusion:** There has never been a more exciting time for a woman to leverage technology; technology has opened up a plethora of opportunities for women to participate and contribute meaningfully while maintaining full control over their time to attend to the other demands of life that come with being a woman. Women must seize all of the opportunities presented by the new technological landscape, both now and in the future. In order to close the gender gap in the tech business, women must play a critical role

## WOMEN, TECHNOLOGY AND THE FUTURE OF WORK FOR WOMEN

**Sarah Luyele Njamu**

Compu-Connect Education, South Africa

### Biography

Sarah Luyele Njamu the CEO and Founder of Compu-Connect Education, a Johannesburg (RSA) based IT Consulting and Professional Services Company that specialises in the distribution and implementation of digital transformation solutions namely: Robotic Process Automation (RPA) Solutions, Artificial Intelligence chatbots, Cyber Security solutions, Adobe Solutions, Microsoft solutions, Learning Management Systems with Elearning Content development, Fourth Industrial Revolution (4IR) Leadership Development and Robotics with Coding for schools. She is a Global Conference Speaker, Digital Transformation Specialist, Facilitator, Trainer and Business Tech mentor. Her career experience spans over 25 years, backed by an MBA and qualifications in Education. She has extensive experience in sales, customer care, customer experience, marketing, change management, project management, leadership development and training, Robotic Process Automation Implementation (RPAi), Artificial Intelligence chatbot implementation and Learning Management system (LMS) implementation with elearning content development. Sarah brings a great wealth of global experience working with Global Partners from USA, Europe, and Asia, as well as great exposure delivering digital transformation solutions in different Southern African markets namely South Africa, Zambia and Botswana. She has a great wealth of experience working with both the Public Sector and Private Sector namely the Departments of Education, Local Government, Financial Institutions, Advertising industry, document storage and record management institutions. Sarah currently volunteers as a tech mentor for the Deloitte Africa and Women in Africa (WIA) mentorship program for women owned startup companies across the African region. Recognitions and Achievements

\* She is an Award Winner for Women in ICT of the Year 2022 (WomenTech Global Award)

\* She has been featured on SABC Channel Africa Radio.

\* Sarah is a Global Ambassador for WomenTech Network.

\* She is a Global Conference Speaker.

\* She is a podcast host for a platform called Africa Tech Conversation Podcast, where she discusses everything digital transformation (technology and people) which attracts a global

audience and global guest list. The following is the YouTube link for the channel:

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<https://www.youtube.com/@africatechconversations>

\*In 2022, she established Non profit company called Tech Women Africa Foundation, and which has partnered with the WITS University Foundation in South Africa to encourage girls' to acquire coding and robotics skills from the age of 10 yrs.

\* In 2021 and 2022 she was selected by Deloitte Africa & WIA to mentor Women Tech Start-ups and non tech business start ups.

\* In 2021, she was nominated for the following Global Awards: Global Technology Leadership Award, Digital Transformation Leader of the Year and Women Tech Ambassador of the Year. She was also named a WomenTech Ambassador of the year Runners-up.

\* In 2020 Sarah was honoured to be named among the 100 faces of women role models in Tech



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People are faced throughout their lives with a multitude of situations in which they have to make a decision. Decisions can vary in their degree of complexity, from the easiest decisions, such as choosing what to eat or what to wear, to the most difficult ones, such as choosing to reduce working hours, take a leave of absence or even give up work to try to meet the needs of their family. The decision making process can determine a person's life, so the way in which people make their decisions deserves to be the subject of interest. When people make a decision, their perceptions and behaviors tend to manifest biases developed by existing social schemas (Augoustinos et al., 2014), such as gender roles. According to social role theory (Eagly, 1987; Eagly and Wood, 2016) gender roles are a prescriptive social guide that defines how women and men are expected to behave socially. Women's behavior should be directed toward caring for others, while men's behavior should be oriented toward fulfilling their personal goals. Several studies have found these gender differences in the decision making process, but there are few studies that have explained these differences by considering gender socialization. How do existing gender inequalities affect women's and men's decision making? How do they affect women's professional development?

### Biography

I am PhD in the Department of Social Psychology at the University of Granada. My main research focuses on analyzing the psychosocial variables associated with women's decision-making process, as well as the consequences for their well-being. Specifically, I address the decisions that women face in relation to work and family, which leads them in most cases to have to decide between sacrificing one domain in favor of the other.

## INVESTIGATION GROUP PSYCHOLOGY OF SOCIAL PROBLEMS (HUM289)

**Laura Villanueva-Moya**

Doctor of Psychology, Gender & Psychosocial Lab, Spain



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The objective of the presentation is to discuss the importance of Women's Networks at the place of work are in the female professional development, networking, and support. After the COVID – 19 pandemic, female leaders have been leaving leadership positions at their organizations at a faster rate than their male counterparts. One of the reasons often cited is the disappointment in the mismatch between the values presented in the leadership positions, especially in the C-Suite, and their own values and needs. This single fact presents a big challenge in the further advancement of females in the workforce, but also at the same time an opportunity in creating a company culture that supports women, encourages joining leadership ranks, and provides the amenities needed for female leaders to be successful in their positions. Women's Networks can be the key driver needed in creating a corporate infrastructure that would reflect the values and needs of female leaders. Furthermore, the platform can help support young women in their professional and leadership development via establishing a safe environment that support female needs for mentoring, empowering, and life and work balance. During the presentation, the key steps to establishing a Women's Network will be presented along with templates of messaging to organizations' leaders to garner support for the initiative. At the end of the presentation, the audience will not only understand why Women's Network are a key to continued advancement of women into leadership positions, but also how to create a network that can support them in that journey.

**Keywords:** Women's Networks; Leadership; Female Empowerment; Professional Development; Advancement

### Biography

Ewa J. Kleczyk, PhD is an analytics leader with a proven record for establishing high performing analytics teams and delivering innovative analytics solutions to the healthcare industry. Currently, Dr. Kleczyk is a Senior Vice President, leading the Analytics & Operations group at Target RWE.

## THE POWER OF WOMEN'S NETWORKS AT THE PLACE OF WORK

### Ewa J. Kleczyk

Senior Vice President, Analytics & Data Operations Target RWE, Durham, The University of Maine, USA  
Distinguished Professional (Women of Distinction Magazine)

Previously, she was a VP of Analytics at Symphony Health, ICON, plc. Her experience spans across data science and advanced analytics, health economics, outcomes research, digital & media analytics, as well as forecasting & promotional impact measurement. Dr. Kleczyk is also a highly sought-after conference speaker with experience speaking at leading industry conferences, including Pharmaceutical Marketing Sciences Association, Intellus, DTC Perspectives, CDM Media, Pharmaceuticals & Novel Drug Delivery Systems, and Conference for Business and Economics at the Harvard University, etc. She also has published in multiple academic & industry journals and is a board member of several peer-reviewed publications, including the Pharmaceutical Marketing Sciences Association Journal. Dr. Kleczyk has been an active advocate of mentoring future women leaders of the pharmaceutical industry for which she has been recognized with multiple leadership awards, including HBA's 'Rising Star' & 'Luminary' recognitions. Finally, together with her husband, James Strout, Dr. Kleczyk is a Board Member on the Community Cancer Council for the Northern Light Health Network that provides advocacy for cancer patients, while also driving local community's initiatives in ensuring an increased access to diagnostic and treatment resources. Dr. Kleczyk earned her PhD in Economics from Virginia Tech and has been an affiliated graduate faculty in the School of Economics at the University of Maine.



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**W**hat are the persisting and emerging issues for women in entrepreneurship

The concept of women empowerment and entrepreneurship and the impact of entrepreneurship development in women empowerment

Addressing gender equality in entrepreneurship  
Status of women entrepreneurship in Botswana  
Way forward

### Biography

A mother, a mentor and a friend. Phetso is passionate about making a difference in the lives of others and see herself as a channel-a conduit for insights, information, and inspiration. It gives her great joy and satisfaction to help others and she believes there is no greater mission than this. She does her best to live consciously and courageously, relate to others with love and compassion as she wants to leave this world a better place. Phetso is the founder of the Botswana Women LeanIn Network. The network aims to equip women in Botswana with confidence, professional and leadership skills necessary to become effective leaders. She is currently an ambassador for #IamRemarkable. This is a Google initiative empowering women and underrepresented groups to speak openly about their accomplishments in the workplace and beyond. Professionally, she is a branch banking manager with over 10 years of experience. She is a certified John Maxwell coach, facilitator and speaker.

## WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP

### Phetso Ntsowe

Transformational Leader & Coach | Women Leadership | Aspiring Philanthropist | Social Entrepreneur, Republic of Botswana | Women Empowerment Through Entrepreneurship



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### **Dr. Anan m . Abuhummour**

Yarmouk University, Jordan, Associate professor of Public Policy and Administration, Irbid, Jordan

### **Biography**

Anan M. Abu-Hummour currently works at the Department of Public Administration, Yarmouk University. Anan does research in Public Administration and Statistics.



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**Introduction:** Human beings are made up of more than just a physical body, we have four bodies - physical, emotional, mental and spiritual, all of which are made of energy. It is necessary for good health and well-being to nurture all of these bodies conjointly because they make up our whole being. This holistic view of individuals must be considered when maintaining good health, and in the journey of healing. In this talk we will discuss what science is showing when looking at some of the 'whys' and 'hows' of caring for each of these four bodies that make up the whole. I will explain scientific findings of why healing is all about a healthy transfer of energy within, and outside the body. I seek to inspire individuals to learn their own power, and include practices in their everyday living that help them to obtain mind, body, spirit harmony and thrive as human beings.

**Aim/Objective:** Through presenting scientific findings on the transfers of energy within and outside our bodies I will inspire participants to

- Become aware of the impact of our moment by moment decisions that we Make learn to be more familiar with their four bodies - physical, emotional, mental and spiritual, and how each one is communicating their needs, so they can respond appropriately.
- Develop routines and rituals in their own lives that create healthy energy flow, to maintain great health and wellbeing Notice their thoughts and work towards changing subconscious beliefs

**Materials And Methods By Approach:** I will be using visual slides

**Results/Discussion:** Participants will be guided through an explanation of different ways in which our bodies respond to our environments, and how it affects a person's energy flow, potentially causing ill health. Insights will be shared suggesting routines and rituals that can easily be incorporated in everyday living that help to maintain great health and wellbeing.

## THE POWER TO HEAL BY PRACTICING HEALTHY ENERGY FLOW IN MIND, BODY, AND SPIRIT

### Melanie Dragovich

Spiritual Healer and Wellbeing Coach, New Zealand

**Conclusions/summary:** Humans have far more power over their own health than many people realise. I believe it is extremely important for people to come to learn their potential and take control over their own health. If the majority of people were motivated to learn how to make key changes in their lives, this shift would be hugely beneficial, not only to the individual but to society as a whole.

**Keywords:** Four bodies - physical, emotional, mental and spiritual, healthy energy flow, subconscious minds, intuition

### Biography

Melanie Dragovich's passion to teach people to care for their health and wellbeing led her to take a leap from her school teaching career and step into her role as a Spiritual Healer and Wellbeing Coach, where she could take up this role full-time. Melanie, who is from New Zealand, is passionate about bridging science and spirituality, to help people create mind, body, spirit harmony within themselves. She teaches people strategies to work with their four bodies - physical, emotional, mental and spiritual, to enhance their well-being and aid physical and emotional healing. Melanie also coaches individuals, helping them to find and embrace their unique inner magnificence, and to co-create their reality with the universe, enabling them to live a life of purpose and passion. Melanie has developed a 33 day online course called 'Souls of the Universe' to help people create Mind, Body, Spirit Harmony, which can be accessed through her website. She also facilitates workshops in both personal and professional environments. You can find her at [MelanieDragovich.com](http://MelanieDragovich.com)





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## RED FLAGS IN DOMESTIC VIOLENCE

### Simone O'Brien

Speaker, Domestic violence survivor  
Advocate for Women Affected by domestic violence, Australia

### Biography

Simone O'Brien is a domestic violence survivor, speaker, strong advocate for women against violence, and mother of three beautiful children.

Her journey started in 2012 when she suffered a horrific attack at the hands of a perpetrator who would not take "no" for an answer. It started with emotional and psychological abuse and ended up with her being beaten with a baseball bat to within inches of her life.

Somehow, with the support of family and friends, Simone got through that night and today, she travels around Australia and Internationally, to share her story of courage and strength, to raise awareness on the red flags related to domestic violence and prevent these incidences from happening again.

Using her personal story of determination, resilience, courage and strength, Simone aims to champion non-violence against women and children. Together, let's stop domestic violence.



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### Gifts' (offers') Links:

**Beginner Investor Toolkit** (value \$97) – a practical guide on Strategic Investing for Beginners  
<https://GiftFromMillen.com>

**Never Worry About Money Again complimentary strategy session** (Value \$497)  
<https://SpeakWithMillen.com>

Livis Group, LLC dba Dare To Change Life  
Founder, Palm Beach Gardens, Florida, USA

### Biography

Millen Livis is a self-made millionaire who was able to beat the odds after she got divorced, depressed and financially broke, yet was able to transform her life... from the inside out. She is International Holistic Financial Independence Mentor, sought-after International Speaker, Bestselling Author, Investor, and Entrepreneur.

Former Wall Street Executive, M.B.A. graduate of the acclaimed Wharton Business School, and a holder of a Master's Degree in Physics, Millen is also a certified Neuro-Linguistic Programming (NLP) & Time Line Therapy® practitioner, certified Instant Miracle energy healer, and certified Theta Healing practitioner.

In her work, Millen combines her traditional and holistic education to help clients have more money with less stress and less risk.

Millen is truly living her message – she is financially independent for over 13 years, owns beautiful homes in resort-like locations in the South of France and South Florida, and guides and supports her clients from all over the world.

## HOW TO MAP YOUR PATH TO FINANCIAL INDEPENDENCE

### Millen Livis, M.S., M.B.A

Holistic Financial Independence Mentor, International Personal Finance Expert Speaker, bestselling Author, Entrepreneur, Investor

Books:

1. "A Shift Toward Abundance"
2. "A Shift Toward Purpose" are available on Amazon





# A Shift Toward *Purpose*

Secrets to an AMAZING CAREER

MILLEN LIVIS, M.S., M.B.A.



# A Shift Toward *Abundance*

Secrets to **FINANCIAL FREEDOM**

**MILLEN LIVIS, M.S., M.B.A.**



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"The way medicine approaches human suffering has always been determined by the technology available at any given time" (M.D Bessel van der Kolk, 2014)

While industries and societies recover from the devastating effects of the COVID-19 pandemic, the world has long forgotten the abrupt impact on healthcare systems worldwide. Reallocation of essential resources and capacity as hospitals and healthcare workers rallied their front line defence in the fight to contain the virus outbreak with impending hopes of safe and available vaccines. Consequently, the event catapulted medical innovation and advancement as pharmaceutical companies raced to develop and distribute safe vaccines to the general population.

At the core of medical advancement are clinical trials. Clinical trials validate whether these newly developed vaccines, drugs or procedures adhere to ethical processes and whether they are considered safe for consumption by the general population and with any adverse side effects. Clinical trials are inherently complex, embedded with rules and regulations. At the same time, these organisations face industry challenges, such as those associated with patient recruitment and retention, site and resource management, and scarce resources (Gibson, 2021; Laaksonen et al., 2022).

At the onset of the pandemic, clinical trial programs were severely impacted by stay-at-home orders, resulting in reduced site capacity and logistical challenges, with industry leaders delaying and even suspending the start of several clinical trials and ceasing patient recruitment efforts (Margas et al., 2022; Miseta, 2020). Conversely, the pandemic reshaped clinical trials through accelerated integration of innovative Big Data (BD) technologies and the adoption of hybrid and decentralised clinical trials (DCTs) models, disrupting conventional patient recruitment strategies (Clarke, 2021; Fassbender, 2019). BD

technologies and analytics present several

## AN EVALUATION OF BIG DATA TECHNOLOGIES AND CLINICAL TRIAL PATIENT RECRUITMENT

### Janine Zitianellis

Monarch Business School, Switzerland

opportunities to tackle and address bottlenecks associated with patient recruitment by making trials more accessible to patients, reducing the risk of delays and the costly consequences of innovative treatments reaching the market.

### Biography

Janine is a creative-minded and passionate individual with a proven track record for delivering results. She advocates the ethical use of data and data analytics supporting data-driven decision-making and strives to provide business value through actionable insights. Janine has a wide range of skills and deep expertise in Advanced Analytics, Machine Learning, Data Mining Methodologies, Data Quality, and Visualisation. Her successful career spans several industries, including Banking - Credit and Collections, Retail, and Manufacturing. While working full-time, she is also pursuing a PhD at Monarch Business School Switzerland. Besides her passion for Data Science, she is deeply passionate about giving back to her community. She is committed to several initiatives, such as the Door of Hope children's mission, and serves as Ambassador for The Warrior Project - Community against gender-based violence. Research Interest: My research interest is primarily the ethical use of data and data analytics. Whilst I advocate data-driven decision-making and strive to provide business value through actionable insights, my personal experience prompted my attention and dedication to Big Data ethics. The onus rest on us as data practitioners to advocate the ethical use of data and data analytics.



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# WOMEN IN STEM: THE ROLE OF MENTORING IN BRIDGING THE GAP

### Elaina Nkwocha

Louisiana State University USA

### Biography

Elaine Nkwocha is a Doctoral student and Teaching Assistant in the Department of Biological Sciences, Louisiana State University, United States of America. The focus of her research is to characterize and understand the regulatory effects of a biofilm regulator protein. This protein is a member of the Multiple Antibiotic Resistance Regulatory (MARR) protein family in a bacterium called *Burkholderia thailandensis*. She obtained a Bachelor of Science degree with first-class honors in Microbiology from Madonna University, a Master of Science degree in Public Health from the University of Lagos, Nigeria, and a Master of Science degree with distinction in Molecular Biology and Pathology of Viruses from Imperial College London. Elaine taught as a Lecturer in the Department of Biology/Microbiology/Biotechnology Alex Ekwueme Federal University Ndufu Alike, Ikwo, Ebonyi State, Mathematics/Basic Science and Biology Teacher in different colleges/secondary schools and as a volunteer in her community in Nigeria and abroad. She is passionate about helping young people tap into their passion and potential through mentorship, coaching, and teaching. She has mentored and supported several teenagers and youths to achieve academic success and gain admission to the university. Elaine volunteers to different non-governmental organizations/groups where she plays roles like being a mentor, a trustee, zonal president, planning and organizing programs, writing articles, facilitating health education classes, self-development seminars, skill acquisition sessions, and coordinating the communications and editorial team. She recently launched the brave space with Elaine online platform: where she supports individuals to set and achieve their academic goals (course choice, school choice, the application process, funding opportunities, writing personal statements, CV review, writing emails, etc.). She is service-oriented.



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**P**ersonal Development and Transformational Self Discovery for SustPersonal Development and Transformational self-discovery are key to achieving sustainable impact. Various personal development strategies such as goal-setting, self-awareness and skill development are honed and will result in lasting positive growth and impact when combined with transformational self-discovery .The importance of incorporating personal development and transformational self-discovery cannot be overemphasized especially as every person has an impact on the people that surround them and the society at large, either they realize it or not.

The impact that a person has on her group, peers, relations, connections and the broader society, deliberately or not, can only be a guaranteed sustained positive impact when these concepts are continuously incorporated in all of one's journeys.

By investing in personal development and transformational self-discovery, individuals can create a ripple effect that impacts not only their own lives but also their communities and the world at largeainable Impact.

### Biography

Ruth Olowosile is a graduate of Microbiology from the Federal University of Technology, Akure. She holds certificates in ISO 14001: Environmental Management System, Sustainability and Climate Change, ISO 45001: Health and Safety Environment (HSE), and Quality Assurance and Quality Control. Ruth has previously held positions as the Creative designer and Quality Manager at Bedazzled Nigeria. She is a visionary, a prolific speaker and a seeker of knowledge; a problem solver, creative and a lover of the arts. Ruth is passionate about Environmental and Health issues, Sustainability, climate change and empowerment; and has previously volunteered and participated in various NGOs and campaigns including the Nigerian Urban Reproductive Health Initiative (NURHI), where she was a Radio talk show host. She also held positions as the President of the Orientation Broadcasting Service (OBS) and the financial secretary of the Editorial Board, when she was serving her country. Her purpose is to make professionals and common man understand the importance of

## PERSONAL DEVELOPMENT AND TRANSFORMATIONAL SELF DISCOVERY FOR SUSTAINABLE IMPACT

### Ruth Olowosile

Lagos Portal Curator - Museum for the United Nations - UN Live  
Executive Director, SGE Initiative  
Head of Programs and Sustainability, ANGA  
Sustainability and Social Impact Expert, Nigeria

sustainability, saving the earth and educating the masses on how to achieve this. She is happily married with a kid.



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**W**hen you decide to form a business or become an entrepreneur, it is a huge milestone. Most business owners fail to realize that your legal and personal obligation does not end after filing the formation paperwork. Keeping your business legally and financially compliant is an ongoing process that needs your attention all year round. Keeping yourself in the correct mindset helps to keep the business thriving, your employees happy, and keeps the business owner fulfilled.

## **Plan to Differentiate Yourself in the Marketplace**

As business owners, it is important to analyze your business and discover the substantive changes that should occur to differentiate yourself from others in the marketplace. I will discuss the main pillars needed to create team synergy and success in the marketplace.

## **Plan for Financial Health**

The choices you make and the type of entity you select, play an important role in your business's financial health. Financial matters such as cash flow and taking advantage of savings offered through proper tax planning are critical to your success. Do you know the difference between external and internal compliance and the controls you need to have in place? Understanding these things will increase the likelihood of longevity and success professionally and personally.

## **Plan to Rest**

As business owners, we have the power to determine what our lives look like while we are in business, for retirement, succession planning, and ultimately death. I will share ideas on how to financially plan to rest in all those areas.

In this interactive workshop, you will walk away with information on the following topics:

## **The Benefits of Building a relationship with a Financial Professional**

## **The Importance of a Practice vs. a**

## **THE POWER OF PLANNING**

### **Rosaline Gordon**

Gordon Group Financial Services, USA

### **Performance-Based Business**

**Tax Strategies that you can use to optimize your tax savings now and in the future.**

**Adopting a rest strategy while in Business, for Retirement, Succession Planning, and Estate planning**

### **Biography**

We provide a holistic approach to financial planning by assisting individuals, small businesses and Entrepreneurs with their day to day fiduciary responsibilities so that they can have the freedom to create new possibilities. 30 years of Corporate and Entertainment Accounting experience. Licensed Insurance Agent~ NY, NJ, TX, VA, FL Tax Planning & Tax Preparation, Tax Resolution Specialties: Nonprofits, Small Business, Entrepreneurs Tour Accounting both Domestic and International, Incorporation/Organization of Business Entity, Budgeting and Managerial Finance





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# **HOW TO SUCCESSFULLY MOVE FROM STAGNATION, DELAY AND SETBACK TO BREAKTHROUGHS. THE ROAD MAP TO DESTINY FULFILLMENT**

### **Dr. Shamonía Wimberly**

CEO, Founder, Shakyra Renee Jewelry Collection & Success Strategist Institute, USA

### **Biography**

Apostle Dr. Shamonía Wimberly is an international motivational speaker, best-selling author, and master of personal development and financial Coach for women and men.

She is the CEO and Founder of Shakyra Renee Jewelry Collection and Success Strategist Institute. She is committed to empowering and equipping women with the tools they need to create the lifestyle they desire holistically.

Apostle Dr. Shamonía Wimberly is the Host of "Faithful Moments" on ASA TV and Victory Praise Network.

"Faithful Moments" is a faith based talk show inspired to empower, teach, and equip it's listeners to maximize their faith journey.



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**INTRODUCTION:** Participants will learn the art of creating a personal brand. How do you identify and structure a personal “brand” around your abilities, characteristics, and personal attributes? Our society recognizes brands such as Coke, Starbucks, Nike, Tiffany’s Diamonds, and McDonald’s. What do these products/ Individuals have that you don’t have as a human being? (Marketing). They have all these people saying that one is better than the other and that you should try this one over that one. What if you could do the same thing for yourself?

**AIM:** Getting participants to step up to the challenge of building their own personal brand. Shine bright, exude confidence, and let the world know what you have to offer.

**MATERIALS AND METHODS:** We will discuss how companies innovate, think outside the box and grow their brands. We will discuss strategies and ideas on branding, positioning, differentiation, digital marketing, business development, and public relations communication. We discuss everything that influences the development of building brands that last a lifetime.

**RESULTS:** Participants will take their brand focus and development to a new level.

**CONCLUSIONS:** In order to leave a legacy, one must develop, communicate, and sustain their personal brand. This means thinking outside of the box, having a strategic marketing plan, and being confident in what you bring to the table.

**KEYWORDS:** Branding, Entrepreneurship, Legacy

### Biography

Apostle Dr. Shamonica Wimberly is an international motivational speaker, best-selling author, and master of personal development and financial Coach for women and men.

She is the CEO and Founder of Shakyra Renee Jewelry Collection and Success Strategist Institute. She is committed to empowering and equipping women with the tools they need to create the lifestyle they desire holistically.

## BUILDING A BRAND, LEAVING A LEGACY

### Normanie Ricks

Achieve Vision Center, USA

Apostle Dr. Shamonica Wimberly is the Host of “Faithful Moments” on ASA TV and Victory Praise Network.

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The keynote topic explores the ways in which women entrepreneurs in the deeptech industry are breaking new ground and driving innovation. It discusses the unique challenges that women in this field face, and how they are overcoming them to become leaders in their respective industries. The keynote also delves into the importance of diversity and inclusion in the deeptech industry, and how having a diverse range of perspectives can lead to more creative and effective problem-solving. Finally, the keynote offers tips and strategies for other women looking to enter the deeptech industry and make an impact as entrepreneurs and leaders

## DEEPTech AND WOMEN ENTREPRENEURS: LEADING THE WAY IN INNOVATION

**Paulina Chotrova**  
PSK Group Ltd, USA

### Biography

Paulina Chotrova's business is in the field of DeepTech, enterprise management systems and hardware, information technology and services, more specifically in the field of digitization, robotization and automation. She is the founder and CEO of the software company PSK Group Ltd., which was launched in 2015. She is also a legal representative of a couple of NGOs, whose focus is human development, education and technology transfer. In 2022 she started a movement called Women in Deeptech as well as she is successfully partner with different companies and corporations providing a foundation for innovation and development in the Region and beyond



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Data is both the currency and oil upon which much of the technology industry runs. Consumer data, performance data...entire businesses are built upon tracking, analyzing, and interpreting it. For years, data in health was an afterthought – an individualized and highly siloed way for physicians to attain a diagnosis. Its role increased as payers used aggregate info to set rates and reimbursements. The government got in in the act, using patient satisfaction scores to validate Medicare reimbursements. EMRs began gathering copious amounts of data, but it still never seemed to speed diagnosis or improve patient experience.

Now, we are at a tipping point for data in healthcare. The explosion in wearables and smart sensor technology, coupled with the embrace of healthtech businesses and innovations, is producing both a tidal wave of data and a desire to leverage it in pursuit of innovation and new standards of care. But there is so much more within our grasp. What is truly possible with this data and what are the pitfalls we must avoid?

In this compelling, no-holds barred conversation, highly regarded technology expert, serial entrepreneur and now healthtech startup founder Tracey Welson-Rossman will explore the next frontiers of data in healthcare. Leveraging her experience as an entrepreneur, advocate for women in tech, co-founder of a software development firm and chronic pain sufferer, she will examine a wide ranging number of topics in pursuit of a roadmap for how the industry and its various stakeholders should navigate this rapidly unfolding reality, including:

- \* How to break down silos across practices, platforms, and systems to provide more powerful insights
- \* Should the Holy Grail of health data be the end of disease?
- \* Revisiting patient rights to data privacy, portability, and ownership in an era of EMRs and wearables

## THE POTENTIAL AND PITFALLS OF DATA-DRIVEN HEALTH

### Tracey Welson-Rossman

Founder, TechGirlz, Founding member, Chief Marketing Officer, Chariot Solutions, USA  
Chair, Emerging Technologies (Enterprise Conference, (ETE), Philadelphia (Annual) USA

\* Should EMRs be a front line data collection tool without patient access?

### Biography

Tracey is the founder of TechGirlz. She is also a founding member of, and Chief Marketing Officer for, Chariot Solutions, a Philadelphia-based Java and open source software development and consulting firm. Tracey has created the branding and marketing strategy for Chariot, helping it to grow from 10 employees in 2002 to 50. She is also responsible for managing the strategic planning process, as well as spearheading Chariot's sales efforts.

After graduating from Drexel, Tracey started her career in retail management and advertising sales. She learned about lead development, marketing, and distribution in these roles, but what she really learned was that she's an entrepreneur at heart. In 1996, Tracey bought a New Jersey-based child transportation company called KangaKab. In 1999, with revenues at \$2.5 million and having started a branch in Pennsylvania, Tracey sold KangaKab. As the director of sales & marketing for accounting software provider Skylight Systems, Tracey developed and executed marketing and channel efforts around one of the first-ever hosted accounting products. This program supplemented the existing sales of RFS, Skylight's server based flagship product. It was very early on for the web-hosted software concept, but several firms began to use this product for their clients.

Tracey is also the founder and current chair of the Emerging Technologies for the Enterprise Conference, (ETE), which is held in Philadelphia each year. ETE attracts world-renowned thought leaders in cutting-edge technologies and serves as a community forum for regional technology companies. Tracey is one of the founding board members of Philadelphia Startup Leaders, a regional organization dedicated to growing technology startup businesses. When She's not coaching, Karissa can be found traveling the world speaking on stages, writing her next book, spending time in nature, eating delicious food, building a strong body in the gym, and spending quality time with her husband and kids.



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### From Small Talk to Big Opportunities: Mastering the Art of Business Networking

In today's fast-paced business world, networking has become essential for professionals looking to advance their careers and expand their opportunities. However, for many people, the prospect of small talk and mingling with strangers can be daunting. This talk, "From Small Talk to Big Opportunities: Mastering the Art of Business Networking," will provide attendees with practical strategies for building meaningful connections and creating valuable opportunities through effective networking. The talk will begin by exploring the basics of small talk, including tips for making conversation and how to leverage small talk to create bigger opportunities. The speaker will then delve into the key strategies for effective networking, including setting goals for networking events, approaching new people, building rapport, and following up with contacts.

In addition, the talk will address common networking challenges and provide strategies for overcoming shyness, nervousness, and awkward situations. Attendees will also learn how to leverage technology tools for networking success, including social media and online networking platforms.

By the end of the talk, attendees will better understand how to navigate networking events confidently, build strong and lasting connections, and create new opportunities for their careers or businesses. The speaker will conclude with a call to action and a Q&A session to help attendees put their newfound knowledge into practice.

### Biography

Omu is a transformational leadership expert who delivers high-energy keynote presentations that challenge audiences to leverage their values and pay attention to what matters most at work and in life. Audiences love her practical strategies they can apply personally and professionally.

She has a knack for making meaningful connections with audiences and insatiable appetite for helping others maximize their potential, Omu knows how to

### Omu Olisa Obilor FIMC, Nigeria

Founding member, The John Maxwell Team  
Neuroencoding specialist, TEDx Speaker,  
Executive Director & National Trainer for Business Network  
International (BNI)  
<https://www.thrivewithomu.com> <https://www.omuobilor.com>  
Nigeria

rock a platform, connect with a crowd, and provide training so that others can effectively do the same.

Omu's down-to-earth humor compels audiences to laugh while they learn. She engages groups from the moment she steps in and leaves them with empowering tools and focused mindsets that they will use long after the lights have gone out on the event.

Omu is passionate about people, leadership, and successful businesses. She is especially inspired to help people take their careers – and themselves – to unprecedented levels.

A founding member of the John Maxwell Team, A neuroencoding specialist, TEDx Speaker as well as the Executive Director and National Trainer for Business Network International (BNI) amongst others. She leverages on her NLP and brain health certifications to create ground breaking transformations.

Omu has spoken on different world stages on various issues based on her extensive expertise. She is an Executive Contributor in Brainz Magazine a global digital magazine focusing on exclusive interviews, articles and information on entrepreneurship, personal development, leadership and lifestyle.

She has been trained and mentored by some of the world's best like Les Brown, Joseph McClendon III, Paul Martinelli John Maxwell and Ivan Misner.

She has spoken at different international conferences and summits globally. The Neuroencoding Institute Conference in Las Vegas, BNI global team workshop and several others.

Through the nonprofit Children Living With Cancer Foundation where she sits on the board, she has touched the lives of children and families with children living with cancer. Whilst mentoring women and young girls through her executive position on the Global Women Connect and Global Give Back Circle respectively.

Omu lives, plays and works in Lagos, Nigeria and on stages around the world, working alongside her world-class team committed to helping people achieve success.



# KARISSA ADKINS



## ENTREPRENEURS

HERALD

TOP 20  
**LIFE**  
COACHES  
TO LOOK OUT FOR IN  
**2021**



ENRICH YOUR LIFE AND  
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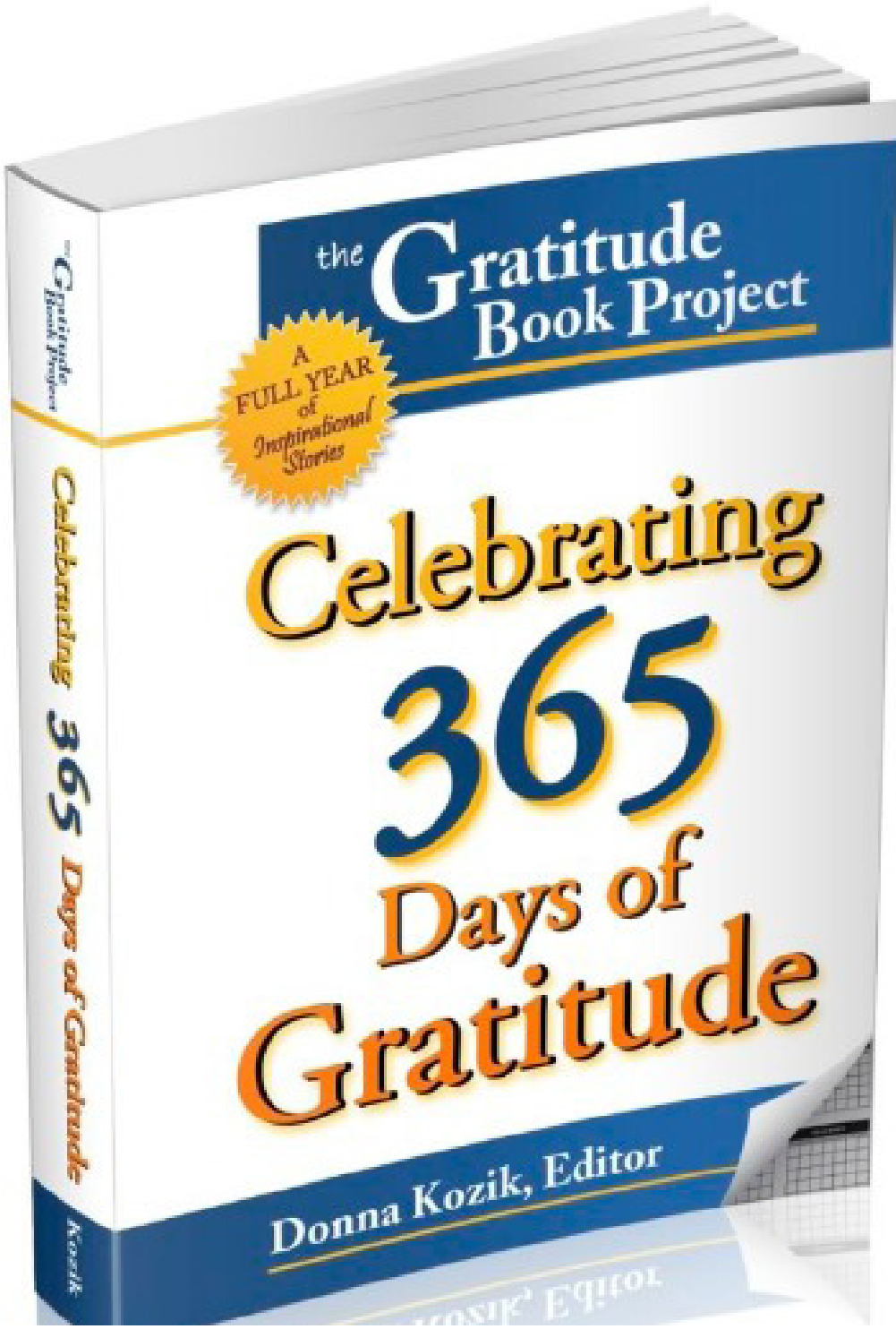
MINDSET IS WHAT SEPARATES  
THE BEST FROM THE REST

LIFE COACHES: IDENTIFY, ANALYSE,  
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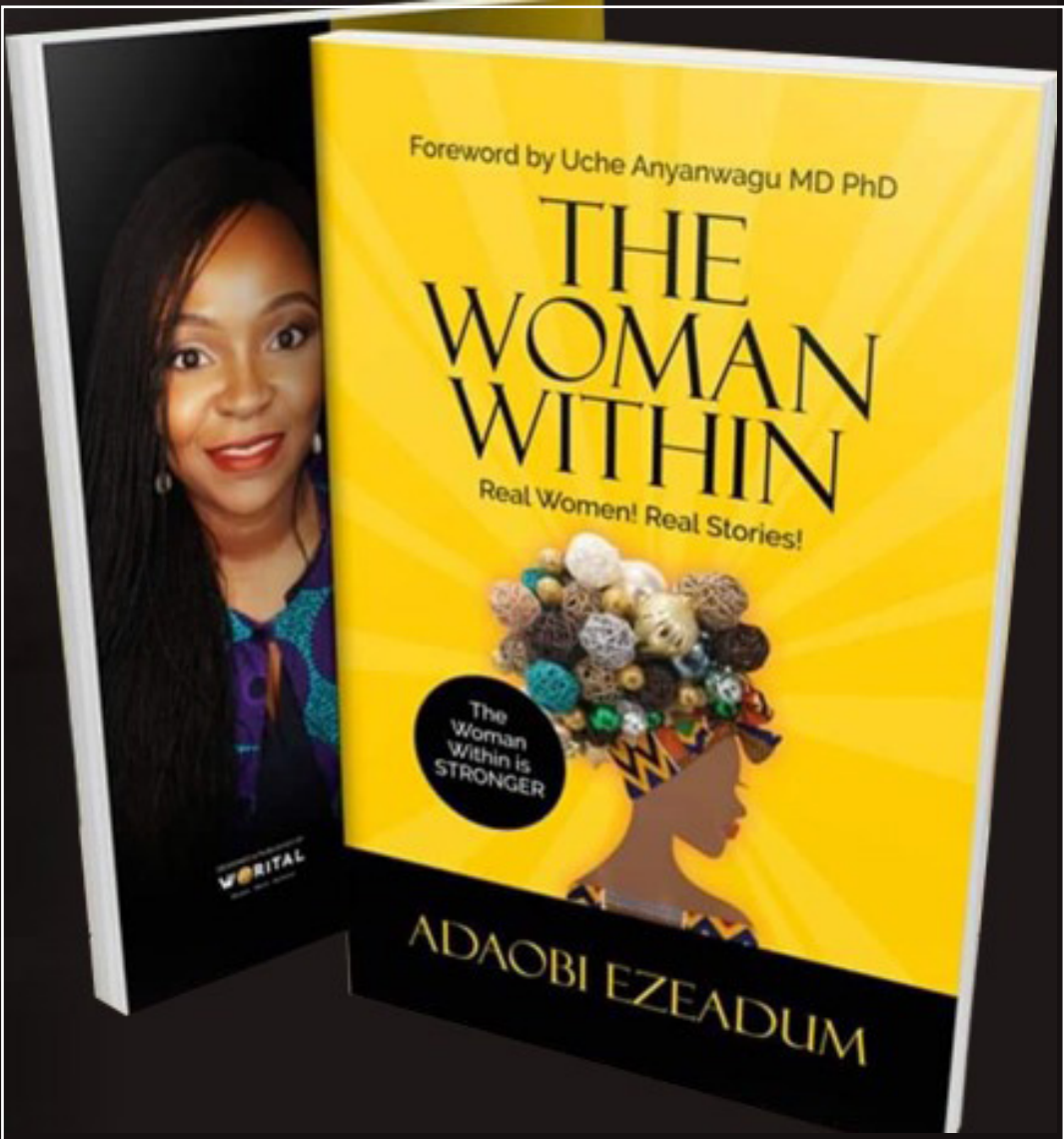
Celebrating  
365  
Days of  
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Donna Kozik, Editor

Celebrating 365 Days of Gratitude

Kozik

Kozik, Editor



Foreword by Uche Anyanwagu MD PhD

# THE WOMAN WITHIN

Real Women! Real Stories!

The Woman Within is STRONGER

ADAObI EZEADUM

WORITAL



# Pause Focus Thrive

Vimi Seeramsng

#1 International Bestseller on Amazon



Time won't wait, make the shift. Are you going to Thrive?

Embrace a mindful approach and propel yourself towards your successful and fulfilled future self. You owe it to yourself to break free from the cycle of unrealized goals and unfulfilled achievements.

Too often, we become consumed by one singular goal or focus on one area and neglect the other important aspects of our lives. We miss out on quality time with family, abandon our hobbies and interests, and distance ourselves from our friends and partners.

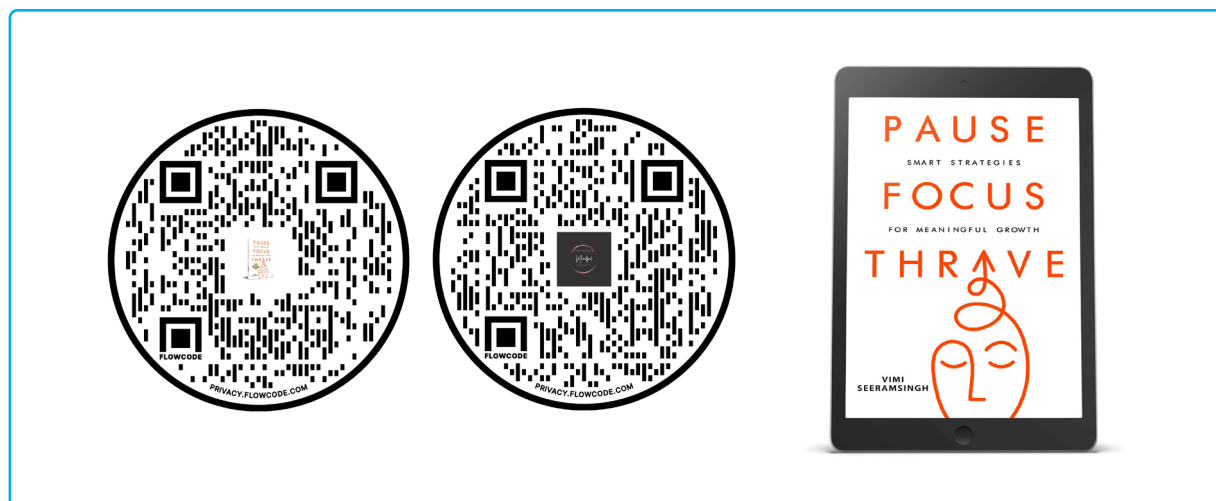
But it doesn't have to be this way. You don't have to sacrifice your well-being and happiness in pursuit of your goals. Instead, shift your focus towards a more mindful approach and become the best version of yourself.

Vimi, a seasoned entrepreneur and mindfulness advocate, understands the importance of a growth mindset. She has shared valuable tools to help individuals break through their mental barriers and achieve success both personally and professionally.

In her book, *Pause. Focus. Thrive.*, she shares powerful strategies that will help you overcome obstacles and unlock your limitless potential. By embracing mindfulness, you can achieve balance in all aspects of your life and celebrate your accomplishments with those who matter most.

So go ahead, start your shift towards mindful growth today. Your future self will thank you for it.

Scan the code to get your copy today.



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**Founder & CEO  
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*Feature  
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## Melodious Marvels

Female Indie artists that are bending the narrative

## A Tale of Timeless Fashion

These women have redefined fashion with their own style

# PAULINE KIRK

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CHANGE MAKERS FOR  
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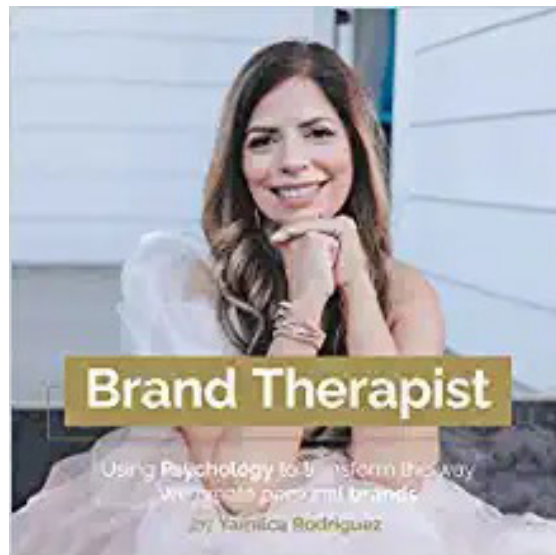
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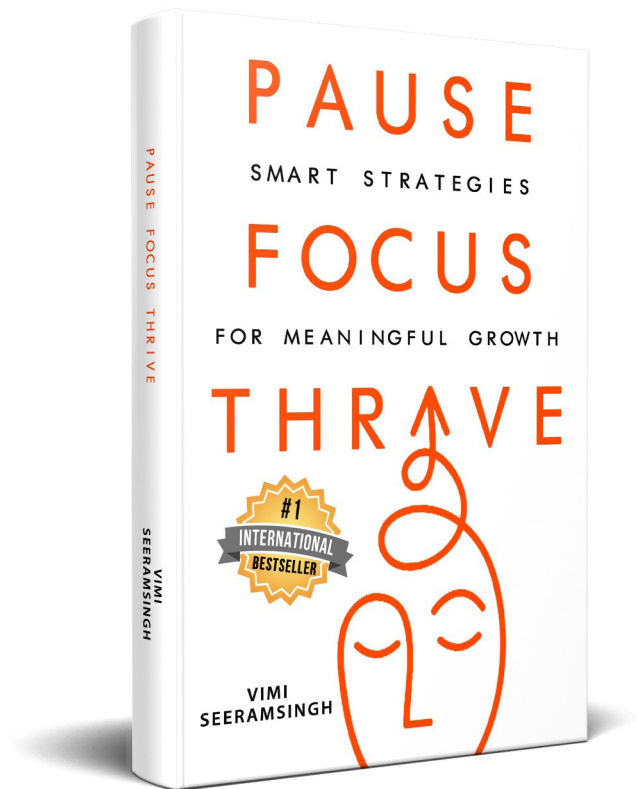


Contribution to the Community  
in  
Social Enterprises

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**ARISE: BE THE LEADER YOU ARE MEANT TO BE**  
**BY NOMBULELO BEA HACKULA**

"ARISE - Be the Leader You are Meant to Be' presents both essential lessons Bea has learned and the ideals that Bea practices every day of her life. The book is conversational and uplifting. It is appropriate for both women and men, ages 14 and up. It captures Bea's incredible presence that is authentic, energetic, insightful, purposeful, inspirational and, let's not forget, fun! She shares her recipe for an authentic and purposeful life that leaves a legacy. She backs up her beliefs with personal stories and inspirational quotes. The book contains questions that help the reader assimilate its lessons. I enjoyed "ARISE - Be the Leader You are Meant to Be" immensely and am delighted to endorse this book."

- Extract from foreword by Dr Carolyn Turbyfill (PhD)

"The chapter on legacy building is inspiring and powerful, but my favourite chapter highlights the importance of emotional intelligence, because this is the critical skill set I find to be most needed by leaders in today's chaotic environment. Watching Bea host the summit in Nairobi, I saw a woman who not only advises others to arise, to stand up, to create, not just react to life - she also embodies this reality. She has an authentic leadership presence that is evident in her dynamic, warm, and gracious personality. That same personality shines throughout ARISE. Even before I met Bea, I opened her book and found a sister in spirit. So, I believe, will you."

- Extract from foreword by Carol Kinsey Goman, PhD.

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# ARISE

BE THE LEADER  
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BY NOMBULELO BEA HACKULA

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