

the
BEAUTY
in
DIVERSITY

my
story
magazine

THE ONE-STOP PLATFORM FOR EVERY AFRICAN ENTREPRENEUR



- CONSTRUCTION
- MANAGEMENT
- BROKERAGE



COMFORTABLE
LUXURY HOMES

Loc.: Hus. No. C3, Blue Kiosk - Westland
 Office Tel: +233 (0) 256 473 004
 Mobile: +233 (0) 200 906 361
 Email: alofgroup@aol.com
 alofmineralsconsultancy@aol.com
 Website: www.alofgroup.com



DAYS OF STRANGE PROPHECIES

THE ORACLES' PLACE - ADENTA SDA JUNCTION
 SDA TAXI RANK, OPPOSITE C4C HOMOEOPATHIC
 6:00 PM EACH NIGHT
 2ND OCTOBER
 31ST OCTOBER 2022



with
BERNARD ELBERNARD
NELSON-ESHUN

FOR MORE INFO: +233 23 407 7788

ProphElbernard Prophet Bernard ElBernard Nelson-Eshun prophetbernardelber

CONTENT



43



8



14



32



38



19



12



22



46



28



56



24



40



52



48

8 DR. GENEVIEVE DUNCAN OBUOBI

12 PHILIP ANTEMDI

14 CHRISTINA PRAH

19 DR. HABIBA ARABA OSEI - KWASI

22 KYEI BAFFUOR

24 GIFTY ABENA QUARCOO

28 JAEL AKYEAMPONG

32 FELIX AKAKPO

38 CWESI OTENG DESMOND

40 NANA YAA SERWAA

43 EMEFA AKOSUA ADETI

46 CHARISVILLE DESIGNS

48 AWURA ADWOA AHUOFE SARFO

52 KUKUA ADAMS

56 EMMANUEL BOAMAH OKYERE

THE TEAM

Co- Publisher
Dennis Kofi Borti

Web Deisgner and Host Manager
Vincent Ashong Quartey (GETSYSTEMS)

Communications & PR;
Amedoe Joel Kafui Kofi

Editor:
Viva Pizzaro Seidu.

Contributing writers;
Edward Anassah
Daniel Sarpong Jnr
Richard Nunekpekpu Esq.
Havor Edem Kwabla

Photography / videography
Gracehandspixel

Creative Designer
Abraham Adjekum

Contributing Designer
Stephen Ankomah jnr.

Marketing
MSM MEDIA

FOR ADVERTISEMENT:
contact us at-
mystorymagazineafrica@gmail.com
Msmlimited17@gmail.com

Tel.:+233 209 523 757 | +233 241 080 702

Follow on Facebook / Instagram/
Twitter, Mystorymagazine

www.mystorymagazine.com



PUBLISHER'S STORY

The Beauty in Diversity Entrepreneurship: "The Female Perspective"



Across the continent of Africa, we have diverse thoughts on leadership, entrepreneurship and governance. Often, we correlate these to male power. You will notice that we have male dominance in these sectors.

In recent times we can not underestimate the impact of women in all aspects of the economy of nations be it Commerce, Real estate, Entertainment or Governance.

How things used to be, have changed in the 21st century. The introduction of technology has put the spotlight on the various activities female engages in therefore bringing female power into the limelight.

In this edition, with the support of my able team partner Edward Anassah (CEO, HBE ONLINE) an online content developer focusing on African entrepreneurs in the diaspora, put up a survey on the various thoughts or stories of female entrepreneurs changing the narrative.

We gathered female entrepreneurs in diverse fields of endeavours to share their thoughts and journey on how they got into the business, where they are in business and where they are going. We chose to use one question to get different views on the female perspective of entrepreneurship. This edition is packed with knowledge and insights that will not only inspire but will challenge and transform anyone willing to take the bold step of venturing into entrepreneurship.

I welcome you all to our 11th edition of My Story Magazine;

Inspiring and Building Africa One Story At A Time!

Nana Akwasi Bonsu



DR DANIEL MCKORLEY

Ghanaian Business Magnate | Founder, Chairman, & Chief Executive Officer Of The Mcdan Group Of Companies



DR. GENEVIEVE DUNCAN OBUOBI

Banker | SME Consultant | Certified Trainer & Author

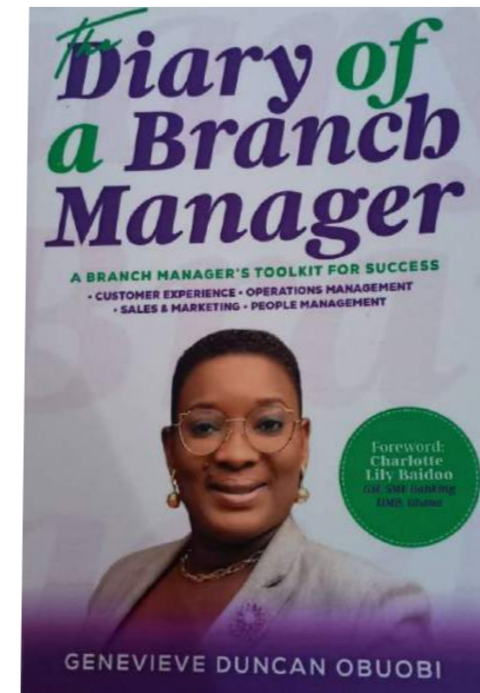


Born to Mr. and Mrs. Duncan in April 1980, I am the second among five children. I grew up in the humble surroundings of Mamprobi – Camara – a typical communal society, where different families shared a common compound, enjoyed community work, and children playing in the rain and bathing outside was not considered strange. I was an active participant in all of these childhood frolicking and I loved every bit of these experiences. Before my teenage years, we relocated to Adenta SSNIT flats, an upper-middle class neighbourhood, where my adult life began. Mum was a frequent traveller seeking “greener pastures” to support home, and Dad, a career banker. As the first girl, the responsibility of good housekeeping and ensuring the well-being of my siblings fell squarely on my shoulders. And so, within the context of “my journey”, the call to take up leadership obligations, started early in life, as I had to play the role of a 'surrogate mum', in the absence of Mummy. I aspired as a young girl to read Medicine, but my dreams were dashed, as I didn't get through to medical school due to my grades in Biology. That notwithstanding, when the opportunity for me to further my education came up, I seized it and enrolled, at Greenhill College (GIMPA), to pursue a first degree in Business, as a part-time student – working during the day and attending night school. Fast-forward,

today, after 12 years of a fulfilling career in Banking, and managing 4 successful teams and flagship branches of Fidelity Bank Ghana Limited, (A & C ,UPSA, A & C team 2 and Labone). I am currently the lead consultant of an early start up management consulting firm, Tarragon Edge Limited, where I am working in line with my passion to see skills developed in the youth, training and building capacity in micro, small and medium sized businesses. Partnering them to grow in a sustainable and financially empowered fashion, thereby enabling them contribute to economic development. My focus is on working on SDGs 5, 8 and 17. I also champion initiatives bordering on leadership and service excellence for women, young professionals, and children through my social enterprises, The WISE Network International and The REKS leadership club.

I am proud to have authored 2 single books, The Jigsaw Effect of leaders (Amazon) and The Diary of a Branch Manager. I also co-authored 2 books with other women leaders across the globe. The books are, Who moved my Heels and My Africa, by Everyday Heroes available on Amazon and the shelves of the Library of the Future in UAE, Dubai.

What were the biggest initial hurdles and how did you overcome them?





"Life is not a straight path but meandering", my dad would always say. At any point in my life, I was faced with one obstacle or the other, I, literally, would hear these words reverberating in my mind, and the warrior within me, awoke to action. This coupled with focus, resilience, and faith in God, were the key principles spurring me on to make a lasting impact on lives in my space and making the best of all situations I found myself in. Within this context, my first major setback in life, as I can recollect, was my inability to continue to Medical School, to pursue my childhood ambition of becoming a medical doctor. As I indicated earlier, my initial grades in Biology precluded me from being shortlisted for the Biological Sciences program at the University of Ghana. I reseat the paper, and whilst awaiting the results, I was offered the opportunity to work with GCB Bank Ltd., as a temporary staff. The exposure that the world of work gave me was thrilling, to say the least. Making new friends and forging some life-long relationships, experiencing and imbibing the work ethic and values of the corporate world, were just a few of the reasons I felt inspired to stay the course. It was while working in bank I enrolled on the Business program at GIMPA. I found the alignment of the theoretical underpinnings of Business Administration and the practical experience I was gaining in banking quite intriguing.

Eventually, I aced the biology exam I had to retake, but alas, a passion to pursue a career in banking had been ignited, and there was no turning back for me. I had brief stints with two other private institutions that were into advertising marketing, public relations, ultimately, I landed my dream job at Fidelity Bank Ltd, where I have been for the past eleven (11) years, striving to make a difference with each passing day.

The icing on the cake is, today, I have successfully earned a doctoral degree in Business Administration, to the glory of God. (I can't agree with my dad more when he said, "life is not a straight path but meandering".)

Another "hurdle" I faced in my early years was having to fill in the shoes of my mother, who I mentioned had to frequently sojourn abroad to support the rest of our family. This responsibility of leadership was, virtually, thrust upon me at the tender age of about thirteen (13) years. Often when my counterparts revelled in all the fun that came with early teenage years, I had to mature before time, learning to balance tasks such as cooking for my family, shopping, looking out for the well-being of my younger siblings specifically, and my dad, among others. Undoubtedly, there were times I felt overwhelmed with the enormity of these responsibilities, but little did I know that this was to become the training ground for my future success in my career and in being an exemplary mentor for others.

Like I mentioned early on, the words of my dad always served as a guiding light for me, therefore, I chose to focus on the silver lining in every cloud I encountered. For instance, as a young married woman, I suffered eight (8) miscarriages, including, losing a fallopian tube, and, eventually, a divorce. All these sad experiences would have broken anyone down, but as the

nuggets of the book, " Attitude is Everything ", by Keith Harrel teaches, I adopted a positive mindset and focused on worrying about the things I had control over. I invested my idle time in self-tutoring and undertaking various continuous professional development courses. The more I learned, the more I fell in love with knowledge acquisition, hence spurring me on to critical and creative thinking, and ultimately, becoming a problem-solver within my space. After this harrowing episode, I just recounted, I am happily married again, and blessed with a son – a testament of the criticality of the God-factor, in the entire scheme of human affairs. For me, community work; knowledge-sharing; helping to impact others in business management and financial management as well as philanthropy and mentoring are key areas I devote time to when I have the chance to. I feel blessed to be a positive influence on others.

What books are you currently reading?

Currently, I am reading books on leadership, entrepreneurship, and parenting. Specific titles of some of the books are;

1. "Think Again" by Adam Grant
2. "How to Lead" by Jo Owen
3. "Conscious Parenting" by Shefali Tsabary
4. "The Five Love Languages of Children" by Gary Chapman and Ross Campbell

What do you know today that you wish you would have known when you first got started?

I wish I had done more in the area of knowledge-acquisition, and also, learnt some skills like catering, sewing or writing. I believe there is so much we can use our time for, as young people.

What advice would you give to upcoming youth or talents locally and internationally?

My advice to the young people out there, is to seek opportunities, but don't rush in getting results all in a day: great things take time if only you stay focused and believe in your passion and your God. Be intentional about your personal development as a young person, especially, in this new era of digitization. Let's remember that the world has become a global village, and so gaining global exposure and adopting international best-practices is crucial. While at this, however, let's stay true to our core values and never forget our roots.

Social Media Handles:
<https://genevievepearl.com/about-me/>
[https://www.linkedin.com/in/dr-genevieve-pearl-duncan-obuobi-fcilq-arb1-364521139/\(LinkedIn\)](https://www.linkedin.com/in/dr-genevieve-pearl-duncan-obuobi-fcilq-arb1-364521139/(LinkedIn))



REVELATIONS

Professionals With International Standard



SCHEDULE YOUR APPOINTMENT WITH US
MALE GROOMING | HAIRDRESSING
BEAUTY THERAPY

Call Us
+233 (0) 244 7859 41

LOCATE US

East Legon Banku Junction
 at Abotsima Street Near MJ Grand Hotel
 Dome Market Opp. Rising Sun Mont.

REACH US

www.revelationsbeauty.com
info@revelationsbeauty.com

PHILIP ANTEMEDI

CEO, PHILIT COMPANY LTD



Phil it Company Limited was established in the year 2012 but duly registered on the 3rd Day of October 2018 with the Registrar Generals Department of Ghana to commence business. The goal commencing is achieving revolution in the area of agriculture by introducing a new innovation and quality improvement in general agro input products through importation of high standard Agro Chemical products into the country. Since the inception of Phil it Company Limited, the founder Mr. Philip Antemdi has been responsible for transmitting his many years of field experience as an agriculturist into obtaining innovative products from across the globe that will benefit our customers and protect our environment.

The company has a team of professionally qualified well experienced individuals in the field of importing, distribution & marketing of general agricultural farm inputs.

Our goal is to serve our country by setting standards of quality services and commitment to our customers with our mantra of

conducting business with Trust, Ethics & Integrity, our devotion to products we import.

Our Marketing & Distribution team constantly puts in great efforts to market our quality products on the field which we in turn, measure our success based on the satisfaction of our valuable customers.

In order to maintain a standard in the agricultural business, quality is our outmost priority in relation to quality assurance. We also have qualified and certified agricultural extension officers, specialized in agro chemical analysis and research that helps improve our work with modern technics. As such, advising our farmers to adopt good agricultural practices in chemical application.

OUR VISION AND MISSION

With Team PHILIT, we are committed to import better, safer & eco-friendly agro chemicals and fertilizers as well as other farm inputs, which are based on crop protection solutions to Ghanaian



farmers. We believe in the fact that the continuous growth and development of our business from past to present is due to our philosophy in business operation which is our strong commitment to the quality of our products, which we import under highly qualified, experienced and dedicated team of experts. Phil it has a long list of satisfied customers in Ghana.

INTEGRITY

Integrity is about honesty, sincerity, being of sound moral principle and fulfilling expectations.

As we grow our business, keeping the interests of our clients are our upper most priority resulting in our continuously strive to deliver a consistent service proposition to them.

INNOVATION

This involves finding a new and better way of doing things. Continuous innovation is a key element of our growth strategy as it helps us reinvent our business on an ongoing basis while giving our customers a better service experience. Our growth has been driven by innovation in a number of areas across products, distribution, customer service, technical information and Operations when it comes to dealing with our dear farmers.

GROWTH

Phil it has grown significantly in last 8 years and we continue to invest to build a scalable business. For "PHILIT", growth is the only constant and a part of our DNA. Our Potential to growth is only limited by our ability to tap into available opportunities. We tend to focus on business opportunities with a view of creating and selling volumes and cost efficiencies in our operations.

SENSITIVITY

Our ability to recognize and understand the emotion of another and act appropriately is what being sensitive entails. "PHILIT" is a customer oriented organization and we interact with customers in a delicate and fair manner. Our products are provided for farmers to cater for their agricultural needs.

SERVICES

1. Our Value Added Services, Product Range and Delivery. As importers and resellers of agro chemical products for over 8

years, we pride ourselves on being able to offer the widest range of products in Ghana. We have anything and everything you need under our complete product range. We can deliver within the shortest possible time and our importing capacity allows us to hold large stocks. We prioritize all urgent orders and ensure the logistics process is smoothened for timely delivery. We also maintain excellent relations with our suppliers and buyers for future transactions sake.

2. Products

Our General Line of Products ranges from Insecticides, Fungicides, Herbicides, Weedicides, Antibiotic, and Solid Liquid Fertilizers.

3. Technical Support

Whether you are a large or small company, a government agency, distributor, dealer or a farmer "PHILIT" can make available its unrivaled level of technical support expertise free of charge. With our industry renowned technical team we are confident that we can answer questions put to us either immediately or within a few hours and you can be assured of feedback, support and advice at any time. We are in a position to recommend and supply those that will truly meet your requirements rather than our sales target.

SEARCH OF INNOVATIVE PRODUCTS

Since the birth of "PHILIT", the company founder Mr. Philip Antemdi has been responsible for transmitting his many years of field experience into obtaining practical and innovative products from across the globe hence benefiting the our customer's and our environment.

CONCLUSION

Agribusiness is the new today and it would be great if agriculture was made an extracurricular activity in institutions in order to equip them with the right state and perception toward agriculture.





CHRISTINA PRAH

Ghana & South Korea | Goal-getter



I was born and raised in Sekondi - Takoradi, Ghana. I am currently studying Nuclear Power Plant Engineering at KEPCO International Nuclear Graduate School (KINGS), South Korea. My name is Christiana Prah.

After BECE, I gained admission to Wesley Girls' High School, Cape Coast, to study General Science. On arrival, I was hit with the news of a "justify your inclusion" exam to determine your eligibility for the allocated program. Even though I was admitted because of my good grades, fear gripped my confidence with the thought of competing with the best students across Ghana to get into a science program. Unfortunately, I could not attain the pass mark to qualify to study science. I was then posted to a Home Economics class which I thrived gracefully and was even appointed form leader. As the months went by, I was still convinced that I could get a chance to join the science program. With consistency, I kept

convincing my academic headmaster that my grades were not a true reflection of my ability and that I needed another chance. In the 1st year 3rd term, during a food and nutrition class, the assistant head teacher visited and asked me to join one of the most competitive science classes. Guess the first class that welcomed me: physics - specifically "Projectiles". I was so lost. My inability to understand many buildups of already treated topics crippled me into depression. I always had terrible grades, and everyone, including my teachers, looked down on me. At a point, I felt I made a wrong choice, forcing myself into the course that once rejected me. The lack of confidence and disappointment on the side of my assistant headmaster, who defended my adventure, had an aggressive impact on my learning ability. Although subsequently, I developed a learning disability, dyslexia, I had to deal with it alone, which I never recovered until

Graduate School. I was put under the pressure of memorizing a few topics for many hours. Maybe the mode of assessment was the problem. This made me aim at just passing and not necessarily excellence.

Growing up, I always dreamt of being a medical doctor. But things didn't go as envisioned. Fast forward after high school, I managed to pass WASSCE and enrolled in a Biology Sciences program in KNUST. I was admired for my analytical skills and participation in class, but my grades were nothing to write home about. I completed with a 2nd class lower division which meant I could barely get to do a fully funded scholarship master's program. But there was a zeal within me that always pushed me to try all possible avenues to prove myself once again. I kept applying to so many Biology related programs and was rejected over 200 times. I focused on improving my skill sets in diverse disciplines by participating in professional associations and platforms. This was aimed at equipping me with a competitive advantage beyond my grades to merit scholarship or a decent job. I learned the essence of gaining relevant work experiences through internships, volunteering, building substantial social capital, engaging in intellectually stimulating discussions, and writing across all fields within and outside my scope. In my period of active application, I combined all these skills in my bid to convince academic institutions for recruitment. While scouting for opportunities, I came across Ghana's intention to explore nuclear energy. Looking around, I knew there were few experts in that area. Quickly, I applied to the Ghana Nuclear Graduate School (UG) in my bid to qualify for the Marie Skłodowska Curie Scholarship. While going through this arrangement, I came across another scholarship recruitment for Nuclear Power Plant Engineering, which I felt unqualified but I applied anyway. Surprisingly, I was accepted into the program even though I had no background in Engineering or Nuclear Science. I was awarded a full scholarship worth \$100,000 USD covering tuition, accommodation and board to study in KEPCO International Nuclear Graduate School (KINGS), South Korea.

The program was very intensive, but I have thrived and excelled beyond my expectation. Nuclear engineering has opened me up to immeasurable opportunities. In May 2022, I was awarded a 1year internship with the International Atomic Energy Agency (IAEA) headquarters in Vienna, but due to academic commitment, I respectfully declined.

What were the biggest initial hurdles, and how did you overcome them?

- 1. Academic hurdles**
 - I told myself learning is my duty, whether or not I understood or I could remember.
 - I am not in competition with anyone but myself. My mission is to make my future better than my now and forget about the past.
 - I have to be twice as good as them to get half of what they have.
 - Create a clearly defined future in my mind and focus on achieving it. No matter how slow the pace, keep moving.
 - Focus on achieving the dream rather than talking about the dream.
 - Acquaint myself with the right people who constantly remind me of my dreams even when I feel like giving up.
- 2. Personality uncertainties**
 - Don't strive to be accepted by the people around you when you have failed to accept yourself for who you are. No one can look down on you without your consent.

What books are you currently reading?

1. "Who Says you Can't - By King Adamtey
2. "Neuroplasticity - the brain that changes itself"
3. "Dear Madam President"

What would you say was the single most influential factor in your success?

God and my determination to exude relevance in my society.

What do you know today that you wish you would have known when you first got started?

Grades do not determine a person's destination but the opportunities you cease, especially in your moments of obstacles. One's academic performance is not a complete representation of their intellectual capacity. If I had known that, I would not have been overly stressed about lost grades.

What advice would you give to upcoming youth or talents locally and internationally?

Be a goal-getter, own your decisions, and take responsibility for the outcomes, that is your fulfillment. Find alternatives that give you competition.

Social Media Handles:
<https://www.instagram.com/chrissypriestly/>
<https://www.linkedin.com/in/christina-prah-73b76079/>





GET ALL YOUR
**PAINTINGS
AND PHOTOS**

from us

We offer both
**PERSONAL
& COOPERATE
SERVICES**

- Interior decor
- Art installation
- House Painting
- Canvas Printing
- Background Designing
- Photography and Videography

Call or Whatsapp Us on
**057 112 1825
054 887 4103**



CUJABAH VILLAGE

- Events Management
- Event Space
- Conferences / Seminars
- Restaurant / Bar
- Night Club
- Private Lounge
- Food Delivery Services

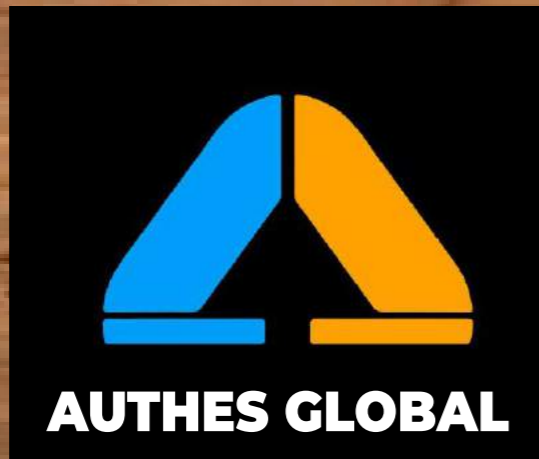
0544081245 / 0362195618
cujabahvillageofficial@gmail.com
Ali, Near Shell Filling Station - Suhum

CUJABAHVILLAGE

@thekallitechnisplace

thekallitechnics@gmail.com





DR. HIBBAH ARABA OSEI - KWASI

United Kingdom & Ghana

Research Fellow | Lecturer | Registered Nutritionist | Founder & Co - Director



SERVICES:

PERGOLAS | FURNITURE | WOODEN CRAFTS & MORE

030-293-3645 | 024 509 2199

Instagram: authesglobal_llc





I am Dr. Hibbah Araba Osei Kwasi, An AXA Research Fellow at the University of Sheffield, and just about to start a new lectureship role at Loughborough university at the end of July 2022. I have a PhD in Public Health Nutrition from the University of Sheffield, UK, a Masters in Nutrition and Rural Development from Ghent University, Belgium and a Bachelor of Science in Community Nutrition from the University for Development Studies, Ghana. My research cuts across nutrition, psychology, and public health. Over the last few years, I have focused on dietary practices and its relationship with chronic diseases. I also teach Nutrition and Public Health related courses at the undergraduate and postgraduate level at the University of Sheffield and University of Chester (as a visiting lecturer).

Outside of my research and teaching career, I am the founder and co-director of Sahara Nutrition. Sahara Nutrition is a network of nutrition professionals comprising registered nutritionists, dietitians and public health experts working together at the community level to provide evidence-based and sustainable nutrition support to African and Caribbean communities in the UK and beyond to promote health and prevent diet-related chronic diseases. Do get in touch with us if you are an African group in the diaspora and would like some nutrition support for your members. Due to my research work and interest in nutrition inequalities, I have recently been made the co-chair of a special interest group for Diet and Health of ethnic minority groups in the UK launched by the Nutrition society.

With regards to how my journey started, I would say I got into nutrition by chance when I couldn't get to study medicine. The plan afterwards was to complete my degree and then go back to the university to study medicine. But I had the opportunity to work at the

Noguchi Memorial Institute for Medical Research and then I fell in love with research. At Noguchi, I worked as a Research Assistant for 4 years, before I started applying to study for a masters. I applied to so many institutions in the USA and the UK but could not get funding. Then finally, I found out about universities in Europe where you did not have to pay tuition. I applied, had admission, and left for Belgium, I didn't get a scholarship, but I didn't let it stop me, I found a way to mobilize resources including selling my car to enable me to travel. Even though tuition was catered for, I needed money for living expenses. After my first semester in Belgium, I was awarded a monthly stipend based on my first semester exam. I graduated from Ghent with a Great Distinction, and I was the overall best student of my cohort in 2012.

I had an opportunity later to do a PhD at the University of Sheffield. My PhD scholarship covered tuition fees, and part of my living expenses. I started with the intention to work to be able to cover the rest of my living expenses. By God's Grace I had the opportunity to work on a project that supported me for some time. I also had to take up other jobs to support my living expenses. The PhD journey can be hard, but I had a very supportive team who mentored and provided me with opportunities that have exposed me to a network of world leading academics and researchers across the globe. I am forever grateful to my supervisors. I have gained international recognition for research in Nutrition and on ethnic minorities and I am committed to making an impact not just by publishing papers but also engaging with the Africans in the diaspora. My journey will be incomplete if I don't mention the wonderful network of family and friends God has blessed me with. Like the popular adage goes "it takes a village to raise a child".



What were the biggest initial hurdles and how did I overcome them?

I had my first child during my PhD, I needed to finish the PhD in 3 and a half years, so my husband and I agreed and sent her to my grandaunt (Hajia Hameeda Addo and her family the Boakye's) in London for some time just so I could focus on the write-up for submission. It wasn't an easy decision for us, but we needed to take that step-in order for me to finish in time. This allowed me to work past midnight, and during the weekends which led me to finishing my PhD within the specified timeframe. I am forever grateful to my family in London.

After graduating, I thought that would be the end of working out of office hours, but it was actually just the beginning. In research, you sometimes have to work late into the nights, and during weekends. I have heard people say, "you don't have a work life balance" Well it doesn't work like that. If you stick to a 9-5 work pattern, you will never write papers, or be able to get any funding for any research and these are very important for you to climb the academic ladder. Having a supportive and understanding husband has really helped me. I wouldn't be where I am without his support. There were instances that I had to travel out of the UK for conferences or data collection when my daughter was really young and a few close family friends have stepped in to help take care of her when I was away. So again, having a very supportive network (either family or friends) is very crucial!

What books are you currently reading?

My job involves a lot of sitting behind the desk, reading scientific papers, and writing. So, I try to walk almost every day. I have subscribed to the Audible App and so every month I have a new audiobook which I listen to only when I

go for walks. My next book is 'No matter what by Lisa Nichols'. Last two were "The power of Habit" by Charles Duhigg.. and "Get organized: Do more in less time" by Ciara Conton.

What advice would you give to an upcoming youth or talents locally and internationally?

1. It might seem like a cliché but really, I don't think there are any shortcuts to success! You just need to put in the work, success doesn't just happen.
2. Don't compare yourself to others, everyone is on their journey! Focus on yours, seek for mentorship, ask questions, ask for help! You cannot do it alone. Others have walked similar paths and can help make your path easier, so please learn to reach out.
3. Finally, when you are offered a professional opportunity, that may seem daunting, never decline! Accept it and find a way to do it! There is always a way or an excuse. The choice is yours!

Social Media Handles:

- Sahara Nutrition
- Email:** hibbah@sahara-nexus.com
- Twitter:** [@hibbah22](https://twitter.com/hibbah22)
- Instagram:** [@arabahibbah](https://www.instagram.com/arabahibbah)
- www.saharanutrition.org
- Facebook:** <https://www.facebook.com/groups/4689682074405043/>
- Twitter:** [@NutritionSahara](https://twitter.com/NutritionSahara)
- Email:** info@saharanutrition.org
- Youtube:** <https://www.youtube.com/channel/UCdW7n8bwgcYC5388miFAiww>



KYEI BAFFOUR

CEO: KYEIWEST ENTERPRISE

The authentic plug for home appliance, electronics, gadget and more



Meet the Ceo of Kyeiwest Enterprise: Mr Kyei Baffour

Kyeiwest enterprise is a registered electronic venture based in Ghana that deals in gadgets, appliances and other materials regarding building and construction.

They' re noted for the supplies of air conditions, refrigerators, counting machine, smart TVs and other gadgets like mobile phones and accessories.

They' re suppliers to major real estate companies, individual developers as well as companies (Special ice company limited ,M unique homes ,OFLA real estate developers /Alof groups company limited /Rams homes /Yak Decor company limited etc).

As part of his social responsibility, Mr. Kyei-Baffour organizes an annual football gala called Divas League to support the youth in the society to help nurture their talents in football, promote businesses and also provide a platform to socialize.

As part of his philanthropic duties, he is generous with give-aways, which are usually done in connection with Kyeiwest Enterprise. He equally believes there' s more blessing in giving. As such, he partners with other individuals to make donations to orphanages and those in dire need of assistance.

One of Mr Kyei Baffour' s mantra is that each person is capable of rising above challenges to become a source of inspiration to others. He wants to be identified and



KYEIWEST ENTERPRISE
 DEALERS IN
 TELEVISION SETS, ELECTRICAL HOME
 APPLIANCES AND GADGETS

Shop with us and enjoy amazing deals
 +233 (0) 54 184 4591 @kyeiwest_ent

remembered not just as a business man but a life transformer .

Contact Kyeiwest Enterprise on all social media platforms: @kyeiwest_ent on Instagram, Facebook and Twitter.

You can also call, send a text message or WhatsApp them on 0541844591.



GIFTY ABENA QUARCOO

C.E.O BODYSHOP GH

Surviving Through The Storms



I am Gifty Abena Quarcoo born to Kwesi Armah Quarcoo and Victoria Ehiah in Ajumako Bisease located in the Central Region of Ghana. I am the 4th of 6 children. In 2020, I earned a Bachelor's degree in Management Studies from the University of Cape Coast. I have being a Civil Servant by profession with about 4years of experience. My motivation daily is reading extensively, networking and taking life a day at a time.

I am a firm believer in the father, Son and Holy Spirit and this has been my Anchor.

They say a child's growing environment affects them for life and I must say this is true. Growing up in Bisease, Dansoman, Bubuashie, Airport Residential, and Kanda Estates respectively has truly challenged my general outlook on life.

There was something unique about the culture of these residents that I must confess shaped and set the tone for how I lived and live.

Being the daughter of a trader, selling is a natural thing for me.

BODYSHOP_GH started in the year 2016 focusing solely on Bodyshop products from the UK.

Although It was quite challenging considering its many vendors, I began scouting for other ventures until late 2019 when my sister pushed me into lingeries. She scheduled a lingerie shoot for her husband and asked that I get her the costumes which I gladly did. I directed the shoot and the outcome resulted in many of her friends wanting the same. I quickly established contact with

both local and foreign suppliers. Basically, Body Shop started in my home, migrated to social media, Instagram specially, then to my car boot for about a year and finally to my shop. We import our goods from UK, USA, China and across the continent.

The challenge, however, has been my background. Coming from a Christian home in Ghana, "sex" is a taboo word literally. Selling products seen as sex enhancers worsens the situation but there are always two sides to a coin. Although a school of thought sees the nature of my business to be worldly and devilish, there's the other side that realizes that times have changed. Out with the old, in with the new. I'm so glad I persevered regardless of the situations because the feedback





from married women especially is heartwarming. I'm happy to be the one enhancing beauty from beneath. I look forward to being the ultimate choice for lingerie and bedroom goodies in Ghana and Globally.

Nothing good comes easy, Life is a struggle and you live once. I always say that, "there is nothing like too much money".

The lingerie business is great and big enough for everyone. Fear is allowed when you consider business but you must believe in your calling and purpose. Learn as you go along, just don't stop. Quitting is too easy. Persevere!!!!

Thebodyshopgh is located at Sunyani Ave, Kanda Estates, Accra, Ghana.

ABOUTTHE BODYSHOP_gh

BODYSHOP is a retail shop that stocks unisex under-wears. Essentially, we sell men and women undies, brassieres in all sizes, body shapers, waist trainers, nighties, lingerie etc.

The best part is that, kids are not left out. We do not only stock their underwear's but pajamas as well. We certainly are Ghana's plug for bedroom's must haves: edible lubricants, sex dice, massage oils, handcuffs, whips, garter sets, scented candles, body mist, hand creams and much more. Bodyshop prides in being a one stop shop for all types of fantasies.

Contact : Instagram- @thebodyshop_gh or call her on +233 240 700 374 www.thebodyshopgh.com



Lingerie Shop



OPEN MONDAY - SATURDAY

8am-7pm

Loc: Sunyani Avenue
Kanda estates

📞 030 394 2376

📞 0546 532 154

📷 @thebodyshop_gh

📌 The Body Shop Ghana

👤 thebodyshop_gh



JAEEL AKYEAMPONG

Award-Winning Female Hospitality Professional, Hospitality Manager
and Talent Developer.



Jael is an award winning female hospitality professional recognized as a trailblazer in Africa's fast-growing hospitality industry. She is the General Manager at RB PARK-HILL HOTEL Ghana with over 10 years of active operational experience in the Tourism and Hotel Industry.

Jael holds a BA in International Hospitality Business Management from the University of Derby UK, after her successful college days at The College of Haringey, Enfield and North East London (CONEL). She also did Voluntary work for Nightingale House Hospice, AVOW and BAWSO in Wales UK.

Jael worked with Travel Agencies in the UK after she successfully completed her Internship at JW Marriott in Central London. She has also worked with Marriott Hotel Accra. She is the Founder and CEO of The Haven Honeymoon Concierge (Travel Agency).

In 2021, she won the Most Admired Female Hospitality Professional from Hospitality Awards Ghana and also nominated as the Rising Star for The Pyne Hospitality & Tourism Awards held in Nigeria.

Her new project is currently the TEENS Tourism and Hospitality club in Ghana which aims to bring teenagers between the ages of 13 - 17 years together through Mentorship and Coaching, Introducing Career Paths, Educational trips, and Pursuing Higher Education. Providing a venue for young people to broaden their horizons, expand their networks, and improve their abilities.

Jael is a Talent Agent who serves as a role model to young women within the hospitality Industry. She provides

coaching sessions and assist students with their career paths. - (source: <https://jaelakyeampong.com/about/>)

On June 10, 2022, Jael Akyeampong was adjudged the Most Outstanding Female in Hospitality in its 8th edition. The conferment ceremony was part of the main gala night that took place at the plush Accra Marriott Hotel with over 100 influential public and private organizations and top players from various sectors, who converged to celebrate well-performing professionals.

Speaking after the event, Jael expressed joy and gratitude to the scheme governors for selecting her for the award.

"It is very humbling and uplifting at the same, that our efforts are gradually being recognized by competent bodies and that we can have the needed motivation to bring more innovation into our work" she said.

The Feminine Ghana Achievers Awards has over the past eleven (11) years, on different occasions, honored and continues to honor high-performing industry professionals, through their local and international events.

"This is prestigious in the sense that, a lot of women have been at the forefront of the tourism economy, and they require the inspiration – that schemes like this provide. The future is for us, women and we are ready to make it work" – Jael explained further said. (source : <https://www.thepublisheronline.com/jael-akyeampong-wins-outstanding-female-hospitality-award/>)





My name is Jael Agyei Akyeampong. I am a professional Hotelier and a gender advocate for female inclusion in top roles for hotels and hospitality businesses. I have years of experience in the Tourism and Hospitality Industry both in the UK and in Ghana. Currently, I am the General manager at RB Park - Hill Hotel and a Director at the African Association of Women in Tourism and Hospitality. I was recently named the Most Admired Hospitality Female Professional in Ghana for the year 2021.

Tourism and Hospitality has always been a passion to pursue ever since I was little. I started doing internships and voluntary work with institutions which paved the way for me through my hard work and dedication. Today, I am a role model to many women out there who want to pursue a career in the Industry. I offer mentorship and coaching to many. My recent project is the TEENS Tourism and Hospitality club which focuses on teenagers between the ages of 13 - 19 years, introducing them to career paths and higher education within the Tourism and Hospitality Industry in Ghana.

What were the biggest initial hurdles and how did you overcome them?

As a female leader in the Hospitality Industry, you need to work harder to prove yourself. It has been quite challenging

working long and odd hours to prove yourself as well as have enough time to take care of your family. This was a very big challenge for me and my family. Thankfully with the support of my family I was able to not only have enough time for them, which to me is everything, but also assert myself in the industry "(to become what I am now)" {and I'm very blessed to have a wonderful family like them.}

What books are you currently reading?

Mastering Hospitality: A Luxury Hotelier's Guide To Career and Leadership Success by Iwan Dietschi

What advice would you give to an upcoming youth or talents locally and internationally?

Some of the people you should surround yourself with are mentors! Mentorship will help you grow in your career, business knowledge, and skillset. And don't forget to surround yourself with positive people, take up voluntary work and Internships. "Never underestimate yourself; love and be passionate about what you do.



Get All Your Tech Products From Us!
ORDER NOW



FELIX AKAKPO

a.k.a iamphylxgh

Lifestyle Blogger



My name is Felix Akakpo Dzeze popularly known in showbiz circles as Phylx. I am the second of three kids born in Agona Nkwanta located in the Western Region of Ghana to James Alfred Dzeze and Faustina Amediku. I started my education at Mount Sinai Educational Centre in Bolgatanga and to Montessori school, Cape Coast where I completed my basic education. I continued to Accra Academy for my High School education and then to the University of Cape Coast where I obtained a Bachelor's Degree in Actuarial Science.

I commenced my journey in media as a radio presenter after my National Service at Cape FM in Cape Coast before leaving to Accra to pursue blogging as a hobby while I searched for an 'office job' with my certificate. It is no secret how difficult it is for graduates to find jobs after school and reading a not so popular program like Actuarial Science complicated it.

My interest in blogging started to grow and I decided to explore all available opportunities in the blogging space by owning a blog and acquiring equipment like cameras, etc. to enhance the work. I added roles like running public and

media relations for brands and Artistes, brand influencing and social media marketing.

My role as a brand/ Artiste's PR and media relations gave me the opportunity to work with brands like Stonebwoy, Becca, Afi a Schwarzenegger, Okyeame Kwame, Legend Bepoke, Shatta Wale, Givtti as well as international brands including Ghana Entertainment Awards USA and African Most Beautiful USA.

Owning a blog has become a very important part of the blogging business, considering the fact that traditional media has lost a level of relevance due to the influence of internet and social media. Today, many people turn to blogs for quick news, informational and educational content. Apart from earning money from advertisements from third party blogs, it gives your followers and readers the opportunity to hear news from a more reliable perspective. A blog helps you drive traffic to websites and other platforms making it a good stage to influence followers and readers as well as market brands, products and services. It also drives results for business advertisements and brand promotions.

Building organic and loyal followers is key to how influential your blog is. Over the years, originality, consistency and relevant content has worked for me when it comes to growing my numbers. Even though people love to see viral and trending news, creating exclusive content is also essential to building numbers. Consistency makes your blog reliable and builds your credibility. You can't grow your numbers without posting what people want to see so the relevance of the content being put out cannot be overlooked.

In the next 5 years, I am looking at building a global blogging brand aimed at promoting Ghanaian and African brands and culture from all parts of the world. A brand that will bring more people with similar vision to help reach more countries and communities in our quest to feed followers and readers with more exclusive and relevant news, information and entertainment. In the last 5 years I have had the opportunity to cover African and Ghanaian community events and festivals in the United Kingdom and the United States therefore, I believe there is more to be experienced and shared.

When putting out a story, the first





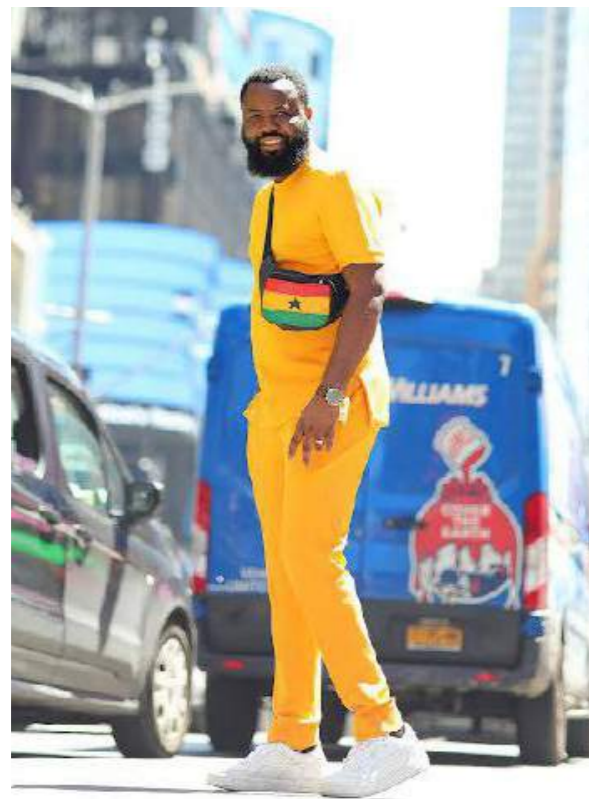
factor I consider is truth because that's what builds trust and loyalty between you and your readers. Readers should be able to visit your blogs without having doubts about the story they are reading. Secondly, I consider the impact the story will make. My blog is aimed at promoting Ghana, brands, businesses and personalities positively so I ensure stories coming out are putting the subjects in good light. Relevance of the story is necessary when putting one out. The subject should be recent and one of interest at the time it's being uploaded.

Every blogger's greatest fear is losing their platform to hackers and scammers. Beyond that, there are other factors that make this path quite challenging. Similar to entrepreneurs, raising capital isn't easy and not everyone appreciates the need to pay bloggers for their services in this part of the world. I believe with time, the impact and education will grow on the people. Personally, my greatest struggle has been losing my accounts but I always build back. You can't give up on

things you are passionate about. I believe the brand I have built over the years has contributed to being able to bounce back whenever I lose my account. It's never easy though.

Blogging has become a source of income for a lot of young people around the world today and many continue to delve into it despite its challenges. It is advantageous because you can either work full time or part time, whichever works for you. The availability of phones and access to internet has made it appealing to venture into it to make it a profession.

Social Media Handles;
Instagram: @iamphylxgh_
Twitter: @iamphylxgh
Facebook: iamphylxgh
Youtube: Phylx Entertainment
Website: www.phylx.com



We deal in:
commodity brokerage
(High-end products like Cashew ,
Sugar, Gold, Diamonds , Oil and Gas etc)
Construction and Management



 **Hus. No. C3,**
Blue Kiosk - Westland

 **+233 (0) 256 473 004**
+233 (0) 200 906 361



Email: alofgroup@aol.com
alofmineralsconsultancy@aol.com
Website: www.alofgroup.com



THE PSYCHOLOGY OF AN ENTREPRENEUR: THE PAST, PRESENT AND PROSPECTS FOR THE FUTURE-

HAVOR EDEM KWABLA



Entrepreneurship has had many definitions over the years. Carton et.al (1998) defines entrepreneurship as the pursuit of a discontinuous opportunity involving the creation of an organization (or sub-organization) with the expectation of value creation to the participants (or clients). Again, Shane & Venkataraman (2000) define entrepreneurship as the identification and exploitation of business opportunities within the individual-opportunity nexus. Entrepreneurs are significant for our economies; they contribute to job creation, productivity and economic growth (Van Praag & Versloot, 2008).

By inductive reasoning, the entrepreneur is then the individual (or team) that identifies the opportunity, gathers the necessary resources, creates and is ultimately responsible for the performance of the organization. Therefore, entrepreneurship is the means by which new organizations are formed with their resultant job and wealth creation. It is worth noting that, the organization created actually provides goods and/or services to society, not merely for internal consumption but also to make profit. We see that, NEED → ORGANIZATION → GOODS/SERVICE. Simply put, this can be described as entrepreneurship, yet there are many moving parts behind the scenes that need to be well espoused so as to keep this seemingly simple wheel of entrepreneurship in motion. Elements such as Human Resource Management, Feedback from customers as well as Standardisation all seek to ensure that the goods/services that entrepreneurs seek to provide continue to be relevant in a fast changing world.

In a Delphi study, Gartner (1990) found eight themes

expressed by the participants that constituted the nature of entrepreneurship. They were, the entrepreneur, innovation, organization creation, creating value, profit or non-profit, growth, uniqueness, and the owner-manager. These themes highlight a seeming pattern of how entrepreneurship has been done over a period / during an era, and as such, possess some form of universalism in them. Although these themes have been and to a large extent, still relevant in today's entrepreneurial world, there are some glass ceilings that they have just not crossed: ENTER INTERNET (SOCIAL MEDIA)

The advent of the internet and by extension social media has brought about a whole new dynamic in entrepreneurship as well as a paradigm shift in the way and manner entrepreneurship has been done over the years. Gradually and yet steadily, the particular aspect of advertising, which is a very critical part of entrepreneurship, has led to most entrepreneurs adopting hitherto unconventional means of reaching customers / clients. The rise of social media has led to changes in how entrepreneurs carry out their day-to-day activities (Olanrewaju et.al 2020). Jagongo & Kinuya (2013) have posited that, businesses are able to gain access to resources that were otherwise not available to them. It has also helped businesses to increase their worthiness, cultivate strategic partnerships and increase their contact with customers and suppliers.

All these notwithstanding, individual drive and/or motivation is the ultimate compelling force every entrepreneur must possess in order to be at the top of the entrepreneurial ladder. This age-old



quality is the ultimate secret weapon every entrepreneur should possess because ultimately, for whatever reason one decides to become an entrepreneur; be it for profit, seeking change/making a positive impact, family tradition or pure co-incidence, that intrinsic zeal and fire that many on the outside may not see or share yet, can admit to, must be the basis for the ultimate vision you have for yourself or the business.

For all entrepreneurs as well as aspiring or prospective ones, there is the need to first and foremost be abreast of the times. In addition to seeking RELEVANT knowledge in whatever field of endeavour you find yourself, there is the need to ensure you are also TECHNOLOGICALLY INCLINED, as this is the way of the future. Change is inevitable and as such, no entrepreneur must be caught up in the past. The simplest formula here is to adopt the strategies that the longstanding organisations / businesses have adopted as well as that of the fast-growing and emerging ones. This blend will augur well for any entrepreneur as the perfect blend of the past as well as the current trends ensures you can predict the future.

As espoused by Jagongo & Kinuya (2013) new phenomena come and go on a frequent basis. But every now and then something with potential to change the business environment comes to the forefront. The business world is not immune to any impact that may arise. Social media is one such phenomenon. Social media which is sometimes referred to as 'social networking' refers to collaboratively produced and shared media content and to network communities. The users of social media have the ability of sharing their views and encounters. This assists in creativity, open communication and

sharing of knowledge among users.

Social networking allows businesses to gain access to resources that might otherwise not be available to them. It can also aid the development of a firm's worthiness, increase the customer and supplier contacts, bring to light where resources and funding are available, promote innovation and help in the cultivation of strategic partnerships (Zontanos and Anderson, 2004). Business owners rarely possess all the skills and knowledge needed to expand their enterprise, and finding people with the necessary skills, and getting them to contribute, is a vital aspect of their networking (Simon, 2012). The sky is the limit with social media. Owing to the flexibility of social networking tools, businesses can realize different benefits. These according to Simon (2012) are greater access to different audiences, improved customer service, improved products and services and adoption of favorable pricing practices.

To sum it all, entrepreneurship is a very daring venture that promises the best returns if all the principles are properly adhered to, also, entrepreneurs are entreated to constantly upgrade their knowledge, utilize modern trends (social media) to reach the most number of people possible as well as ultimately ensuring you have a POSITIVE MINDSET (CAN DO SPIRIT) to excel in your chosen field of endeavour.



CWESI OTENG DESMOND

CEO of COD REALTY & PROPERTIES



TELL US ABOUT YOUR JOURNEY! INSPIRE SOMEONE.

Cwesi Oteng Desmond (C.O.D) is my name and I am the CEO of COD REALTY & PROPERTIES. One of Ghana's leading real estate marketing consultancy and brokerage companies. I grew up from a family of 4, my dad , mum, myself and my younger sibling. I had a very good beginning with my family and education but along the line , things got substandard and every dream of mine almost shuttered.

God was my holy hope and I also kept telling myself , if I don't do it who will do it for me, my family, and generations yet to come. I did not get the opportunity to go to a famous senior high school, but for what it's worth, my school was quite known in the region it was located. I am an old student of Manya Krobo Senior High School in the Eastern Region of Ghana. I was a General Science student who was more involved in the media and journalism club. My media, marketing, and speaking career began from that point. After, I moved on to Accra Technical University (then Accra Polytechnic) to study Civil Engineering. Additionally, I was very active in student politics and almost all events in the school were hosted by me.

My quest to become SRC President never materialized but through the campaign, I built so much confidence such that a fellow student connected me to family member who was then a Producer on Live FM 91.9 and that was when my media career officially began.

What ignited the spark in you to start a new business venture or to make significant changes in an existing business? How did the idea for your business come about?

After my National Service, I got employed by Goldkey Properties as a facility officer. At Goldkey Properties, though I was just a Facility Manager, I volunteered oftentimes to assist the Marketing and Sales team with their outdoor campaigns and events. That gave me an understanding of how the Real Estate market operated and how one could make profits from selling homes. So I decided to resign from Goldkey Properties to commence my own business which is COD REALTY & PROPERTIES today.

What were the biggest initial hurdles to building your business and how did you overcome them?

One of my biggest challenges was getting the right clientele and also how to get myself and my company out there. I overcame this hurdles by using what I call, "the power of digital platforms- Social media"

What books are you currently reading? And your recommendation for entrepreneurs to read?

I believe every entrepreneur who desires too succeed is a reader. Personally, these books have shaped me mentally, financially, and physically.

Rich Dad, Poor Dad by Robert KIYOSAKI, Zero to One: Notes on Startups, and How to Build the Future" by Peter Thiel have been my recent books.

Did you ever deal with contention from your family and friends concerning your entrepreneurial pursuits? How did you handle it? What would you do differently in hindsight?

My family supported me but at the beginning stage of my business, some friends didn't really understand why I will quit a good and big company like Goldkey to start my own business. Friends kept questioning my decision but I just had to keep pushing because I was my own vision bearer. Today, I believe the picture is clearer and they understand me better.

What would you say was the single most influential factor in your business success?

God, my Spiritual Father (Rev Dr Kwadwo Boateng Bempah) and my family. No matter how we think, business has a certain formula and strategy, I also believe businesses have a spiritual influence and for me , my spiritual covering played a significant role in getting me to succeed. Looking back at my family, I have more reason not to stop but to keep moving.

What do you know today that you wish you would have known when you first got started as an entrepreneur?

What every entrepreneur should know from the beginning is that our businesses are embedded in the womb of time, there are some successes and heights we want to attain at the beginning but it won't be possible, not because we're not doing anything right but it's just not time yet.

What advice would you give to an upcoming entrepreneur locally and internationally?

The limitation of a man's mind is a measure of his thoughts. We can only conquer the world if we have the right mindset. Regardless of whatever business you do, once you can see yourself taking over the world, the world will be yours.



NANA YAA SERWAA

CEO of Domain Builders Ghana Ltd



TELL US ABOUT YOUR JOURNEY! INSPIRE SOMEONE.

My name is Nana Yaa Serwaa Opoku Addo. I am 25 years old and the CEO of Domain Builders Ghana Ltd. I graduated from Pentecost university in 2019 with a degree in Human Resource Management. I started construction three years ago with the aim of redefining the status quo of women working in a male dominated sector. I started working in the construction industry as a retailer of building materials mainly for finishing and gradually expanded into building houses. Regardless of having little knowledge about it, I treated each task I handled as a unique challenge with resilience to achieve my goal.

What ignited the spark in you to start a new business venture or to make significant changes in an existing business? How did the idea for your business come about?

Few women venture into construction mainly because of the social stereotype of it being a male dominated sector. As a young resilient woman, I wanted to challenge myself especially out of my comfort zone. I wanted to be the significant impact the industry needed.

What were the biggest initial hurdles to building your business and how did you overcome them?

Construction is a capital intensive sector and that was one of my topmost challenges starting as a very young entrepreneur. Regardless, I was not deterred from accomplishing my goals and aspirations. Prior to commencing my building material shop, I was engaged in online retailing of make up and sunglasses. I saved up some capital from that and opened my first hardware shop at Oyarifa where I began with a handful of materials. Honestly, financing my business was a challenge but my secret to expanding my business was reinvesting profits. Additionally, the struggles I encountered often was finding clients and making them feel safe and secured that in spite of gender, I had equal capabilities and competence of getting work done effectively and efficiently. I persistently had to ensure my business was going to thrive by being consistent and delivering good work ethics.

What books are you currently reading? And your recommendation for entrepreneurs to read?

"Richest man in Babylon" by George Samuel Clason is a very insightful novel which educates its reader on how to create wealth and maintain it . It teaches one about

thriving in the financial journey of life.

Did you ever deal with contention from your family and friends concerning your entrepreneurial pursuits? How did you handle it? What would you do differently in hindsight?

As a young woman who had just finished the university, with no knowledge about construction, there were certainly parallel views; but I had a vision for the foreseeable future. It didn't look clear to others because it was my vision nevertheless that didn't dissuade me from believing in myself.

What would you say was the single most influential factor in your business success?

Consistency was my most influential factor. Entrepreneurship isn't a bed of roses. On good days, you need to show up and give it your all; on bad days you need to do same. It has to be intentional. You have to be consistent with delivering your best every single time irrespective of the situation.

What do you know today that you wish you would have known when you first got started as an entrepreneur?

Results are produced when you work hard and pray. They happen in times and seasons. As an entrepreneur, you need to trust God more and not rely solely on your strength. Things eventually fall in place with prayer and hard work.

What advice would you give to an upcoming entrepreneur.

Be humble and ready to learn everyday. Entrepreneurs never stop learning and asking questions. Expand your knowledge because life always has something to teach us everyday.





EMEFA AKOSUA ADETI

Ghanaian TV Personality, and Brand Influencer

the
BEAUTY
in
DIVERSITY

My name is Emefa Akosua Adeti. I am a Ghanaian TV personality, and brand influencer. I am also an ex-beauty queen (won Ghana's Most Beautiful Pageant in 2012). Additionally, I am an experienced Marketing Consultant. I was born in Larteh Akuapem, Ghana. My father is Togbe Tutu V, the traditional ruler of the Bakpa Community. As a teenager, I often accompanied my mother to the market and assisted her in selling her food. I owe a greater part of my success to my mother and father. My dad is a disciplinarian, he instilled in me the value of hard work, honesty, and diligence. However, my mom was the STAR, she is the core reason I am where I am and for the things I hope to achieve. RIP. ("God bless her Soul"). I graduated with my BSc and MSc degrees in Marketing from the Ghana Institute of Management and Public Administration.

Professionally, I have been blessed to have collaborated and still collaborating with many top brands in the country (Ghana). Notable examples are GTP Nustyle, Cindy Rice, Heaven Rice, Keyah Fitness, Arocafe, Hairs Ala Mode, Secure Conceptive, Oh Yes Feminine Wash, TomVita and Onga-Ongalicious Ghana Cooks, Humbly, to say I am one of the leading brand influencers in Ghana. As a TV presenter, I have hosted cooking shows like Ongalicious, co-hosted Ghana's Most Beautiful Competition (2016 & 2017 edition), hosted a Secure Girl Talk show for two seasons (2018 & 2019); GTP Wear Ghana Fashion Show. Currently I am a cohost of - The Am club on Mx24 Tv (7am to 10am) morning show that airs every weekday.

Final note, (my side business @hairsalamode luxury hair extensions etc. located at East Legon Hills) - started from my car booth or trunk. I remember; a few people laughed at me, tagging me as - "that beauty queen who can't afford to start a business from a physical store, (defined by them)". I didn't mind, I saw it as my capital, and I stayed grounded. After 4 years of selling from my car booth and failing so much, I took an uncompleted store space since I couldn't afford a complete store. It took me 2 years to tidy up the space and another year to set up the salon. I am determined to do better at running a business or start-up from the ground up, that way my employees can also be

motivated daily.

What were the biggest initial hurdles and how did you overcome them?

Overwhelming challenges I must say ranging from fake suppliers to clients who were family and friends that thought they voted for me during the pageant hence a score for the hair extensions they purchased. I failed countless times, gave up countless times but I still went back to it countless times. WHY? Because trying many times was my only option.

What books are you currently reading?

Currently I am reading "Boundaries" by Dr Henry Clouds and Dr John Townsend. The book highlights: When to say Yes and how to say No, to take control of your life.

What would you say was the single most influential factor in your success?

The unending love and sacrifices of my beloved mother plus being more intentional about my life and trusting God for a purposeful life.

What advice would you give to an upcoming youth or talents locally and internationally?

I believe everyone has something unique to contribute to life. There are rules to everything, choose carefully and adhere to its requirements. We can be great in our little ways. It is also okay to be reasonably different. Keep trying till you literally hear the universe say.. don't do this. Trust God throughout the process.

Social Media Outlets:

<https://www.instagram.com/emefamamaga/>





JSTEVEN'S
Ushering & Protocol
Agency

We provide Ushering & Protocol Services at:

- * Corporate Events
- * Wedding & Engagements
- * Product Activation
- * Advertisements & Commercials
- * Conferences & Seminars
- * Parties

Available For All events nationwide
We offer excellence in service delivery.

Contact us for all your events and celebrations.
+233 (0) 248 593 558
jsfashionhubgh@gmail.com




CHARISVILLE DESIGNS BY AKOSUA ABANKWA



Can you tell us a bit about your business.

Charisville Designs is a global architectural & interior design firm based in Accra, Ghana. It was birthed out of the vision to infuse functionality and innovation into Ghana's real estate pertaining to design.

The mission

Our mission is to offer topmost quality in the spaces we design through the combination of aesthetics, functionality and comfort. As a firm being constantly inspired by both modern and classic designs which resonate with our craft, the objective is to cultivate our own distinct style and create timeless spaces.

How would you describe your firm's signature style.

Our style is modern elegance. We undeniably enjoy combining the modern and classic styles to create a simple, crisp clean but still sophisticated look.

What are some of the principles, philosophies and values ascribed to the company

First of all our principle as a firm is Quality, Quality, Quality! We do not compromise on quality in the selection of materials, hiring of artisans and design processes. These factors greatly affect how an individual experiences the finished work

and so we say, 'if it is done right, it is done once'. The use of enduring materials and expertise ensure that whatever we have designed goes beyond catering to the aesthetic taste of the client but built to last.

Who are your clients and what are some of your upcoming projects as a company

Our fast growing clientele entails real estate developers, hospitality companies and private individuals who possess a great taste for the modern elegance style in design.

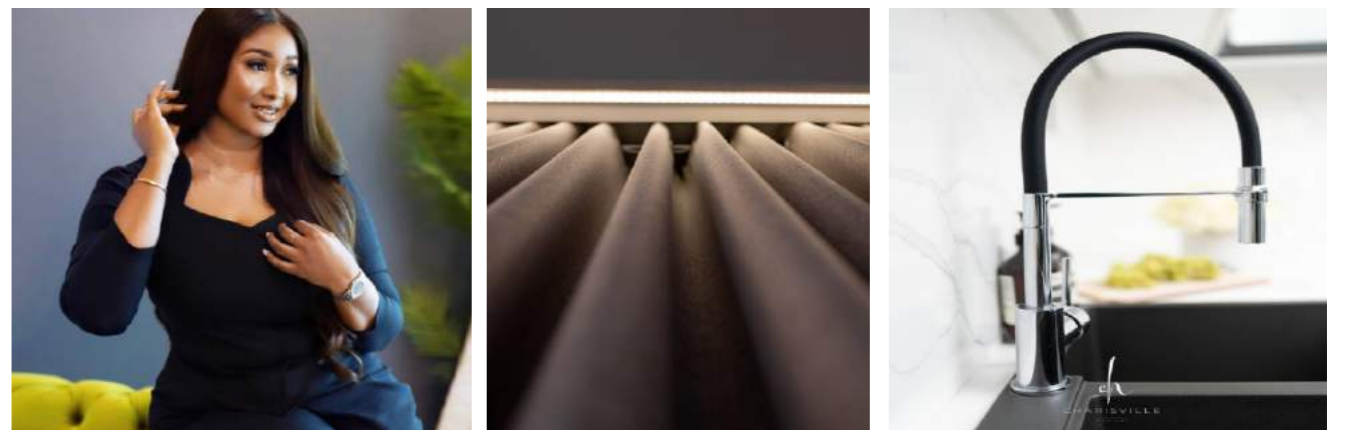
We are currently working on a 12 unit renovation project in Cantonments. We recently completed a project in a multi-unit development in West Airport. Being our first year in business, lots of really incredible upcoming projects will be unveiled in due time.

What are your contact details and social media handles

Individuals and companies looking to work with us should kindly reach us via Mail:

Charisvilledesigns@gmail.com.

IG handle: Charisville.designs



AWURA ADWOA AHOUE SAFO

Head of Herbal Research, Kantanka Organic Farms



Entrepreneurship is a lot of hard work, and it's not easy to get off the ground. But if you keep at it long enough, there are many successes out there for people who simply try.

I owe my success to the lessons I learned from my Dad, Professor Emeritus Apostle Kwadwo Safo, who taught me herbal medicine and secrets of business along the way — here are five in particular that have continued to take my business to the next level:

Act like the boss

To operate as a true CEO, you must first fire yourself as the assistant. Assistants ask for permission, bosses take charge. Do you want to be the CEO of your life? Then put yourself in a position to take charge.

Stop spending so much time to save money rather spend money to save time.

Time is our greatest currency. The money you have, grants you more time to be productive and creates new opportunities for your business to thrive.

Redirect your focus to things with the highest Return on Investment (ROI).

No decision will pay off more than prioritizing your life to give an extreme focus to those things that produce the highest returns. I am not telling you what you should do in your personal time, but I am saying the more time you spend focusing on things that will not produce high returns, the longer it will take you to reach your goals.

You will face opposition from those close to you — and those who don't know you will become your greatest support.

Sometimes people just like to hate or dislike you because they see the success that you have now and feel they deserve the same for work they zero efforts in. This is just one common unavoidable occurrence entrepreneurs experience on their journey. Understand that as transparent as you may try to be, people will try to discredit the hard work you put in because of what they didn't see.

Make friends that push you to level up.

Networking is the one thing that can get you further and faster more than hard work, sweat equity, where you're from, who your parents are or what they did (or didn't do). By networking, in just

one conversation, you can literally advance yourself two years. Make sure that you are building, nourishing, and maintaining relationships that are beneficial to and for you.

On this journey, you will have to trust. While this may not be easy for all, learning to trust other people will benefit you a great deal. However, do it smartly and never get burned twice. You need to make sure that you become unreachable to those who had all access to you and abused it. Why? Because success is simply a window of opportunity and more than anything on this list, you don't want to waste those opportunities going back and forth with people who don't share your vision.

Now let's dive into my experience of being an herbal doctor.

Traditional medicine is "the knowledge, skills, and practices based on the theories, beliefs, and experiences indigenous to different cultures, used in the maintenance of health and the prevention, diagnosis, improvement or treatment of physical and mental illness"

I'm so happy to be able to delve deep into learning about herbs, their healing properties, and the many ways they support me on my healing journey towards optimal health and wellness. I especially enjoyed the plant walks and hands-on activities of making syrups, salves, and tinctures. The details that explained the many actions of each herb were invaluable.

I also love the breakdown of herbal extractions and how to use herbs in the most beneficial ways — which circles back to herbal actions!

My experience as a baker

I found baking to be very peaceful, a good form of therapy, and the end result produced a wonderful dessert. As I progressed with my skill level, baking moved from being a hobby to being a business.

I absolutely love the fact that the desserts we provide for clients are all made from scratch, are customized, and provide that extra special touch to special events such as birthday parties, weddings, and other wonderful life occasions. It gives me a feeling of satisfaction to know that my desserts were a part of someone's once in a lifetime event and helped make the event a memorable experience.

What ignited the spark in you to start a new business venture or to make significant changes in an existing business? How did the idea for your business come about?

Deciding to start your own business is a leap of faith. It requires pushing out of one's comfort zone and trying something new. If that idea excites you, why wait around?

The entrepreneurial process of new business creation starts when a





business opportunity is discovered or created by nascent entrepreneurs. The following are the reasons why I ventured into Herbal medicine and bakery.

- Herbal medicine has its origins in ancient cultures. It involves the medicinal use of plants to treat diseases and enhance general health and wellbeing of an individual.

Today, attention is being focused on the investigation of the efficacy of plants in traditional medicine because they are cheap and have few side effects. Synthetic preservatives, which have been used in foods for decades, may lead to negative health consequences. Moreover, the use of synthetic compounds has significant drawbacks, such as increasing cost, handling hazards, concerns about residues on food, and threats to the human environment.

As a good alternative, spices, and herbs replace synthetic preservatives as natural, effective, and non-toxic compounds. Spices and herbs (garlic, mustard, cinnamon, clove, thyme, basil, pepper, ginger, rosemary, etc.) have been used as food additives since ancient times, as flavoring agents and natural food preservatives. Several spices show antimicrobial activity against different types of microorganisms. The consumption of herbal medicine is increasing steadily throughout the world as an alternative treatment for alleviating several health problems including heart diseases, diabetes, high blood pressure, and even certain types of cancer.

For the bakery business, there are several great reasons why I started from home. These include:

- The love for baking.
- Creative expression (putting a unique twist on the baked product).
- Convenience to start (you already have a kitchen and knowledge of cooking).
- Available market for yummy baked foods.
- You can sell locally and/or online, depending on your baked good's ability to be delivered or shipped.

What were the biggest initial hurdles to building your business and how did you overcome them?

There are many great reasons to start a small business. Working for yourself, earning more money, having a more flexible work schedule and expanding your skill set are a contributing factor.

Despite all of the positives, building your own business has its difficulties. Sometimes these challenges seem bigger than they really are, and other times they keep us from fully pursuing an idea. As most small business owners will tell you, though the risks and challenges are usually worth the rewards, it's worth finding

solutions to these challenges and ways to handle the risks so you can realize your dream.

Some of the hurdles I encountered were:

- Running the business alone. Wearing all the hats of a business can be daunting. Just because you're an entrepreneur and starting a business doesn't necessarily mean you excel in all areas. You assume many roles as the owner of a new business, including sales and marketing, accounting, IT, and innovation. This was what I did to overcome it. First, I sat down to analyze my strengths and weaknesses, and to understand the time consumption. And outsourced some experts to assist me.

- Funding funding. One of the biggest challenges most entrepreneurs face upon starting a business is figuring out how to fund the endeavor. Not every business requires a large investment from the get-go, but one needs financial assurance to be in a position to keep the business running for the long term. I was able to solve this through personal savings and also my parents' support.

- Getting – and staying – organized and on track.

Many people who have recently started a business or are in the process of starting a business will testify to the frustrations involved; moving from task to task, attempting to put out fires with one hand while completing everyday tasks with the other. As experienced business owners often observe, being off track and disorganized is not only bad for your mental and physical health – it takes a toll on your productivity. I was able to solve this problem by writing down and defining all my tasks as well as my goals for each day. After, I tackled all tasks according to their order of priority.

- Maintaining work-life balance. Any seasoned entrepreneur can tell you about the difficulties of maintaining a work-life balance. If you're just starting and working out of your home, it's easy to find yourself on the computer from 7 a.m. to dinner, only to spend another few hours at night crossing a few more things off of your list. What's more, you may suddenly find yourself manic about work and business-related tasks, neglecting your responsibilities in other areas of your life. Exercise, time with friends and family, and sleep are often taken for granted. I was able to overcome them; As difficult as it might be, I established an unshakable routine that sets clear boundaries between my work and free or family time. Also, make sure to cross everything off my to-do list by 8 p.m., and

Also, make sure to cross everything off my to-do list by 8 p.m., and



ensured not to dive into my tasks for the following day. Finally, apportion extra time for my family, leisure time, and sleeping time.

What books are you currently reading? And your recommendation for entrepreneurs to read?

- How to Win Friends and Influence People by Dale Carnegie. How To Win Friends and Influence People is guaranteed to change your life forever. Not only will it teach you all the do's and don'ts of social life, but it will also equip you with knowledge to be a better entrepreneur. We all know that the digital age has made it harder to be influential outside of the Internet, which is just as important as web influence, but Dale Carnegie breaks down all the steps you need to take in making friends with everyone you meet. It teaches you the etiquette of how to overcome competition or how to win over people who are close-minded or simply not interested in your pitch.

The Psychology of Selling by Brian Tracy. Every entrepreneur knows that the key to a good business is a good sales technique. Not only do you have to sell your product, but you also have to sell yourself and your idea. Having a great product does nothing if you lack the know-how to approach the people and make them fall in love with you and the product. The Psychology of Selling by Brian Tracy gives you valuable information and strategies about how to make more selling by focusing on one thing – the person. Sometimes entrepreneurs forget the basics of selling and jump right over to get results, but to get results, you need to know the basics. Brian Tracy goes over those major points thoroughly.

- Who Moved My Cheese? An Amazing Way to Deal with Change in Your Work and in Your Life by Spencer Johnson. With only 96 pages of wisdom, Who Moved My Cheese is an easy weekend read. Featuring four mice – Sniff, Scurry, Hem and Haw – the story goes over the four different personalities and how they can affect one's business. This book will enlighten all business people on themselves and the choices they make in life. It will teach you how to become flexible with your decisions in order to move forward confidently towards your dreams and goals.
- Rich Dad, Poor Dad by Robert Kiyosaki and Sharon Lechter. Rich Dad Poor Dad is another great read for every entrepreneur. When you are younger, financial education might not be as in-depth as the older generation, which puts you in a place of vulnerability. Robert Kiyosaki's book breaks down everything you need to know about financial education without giving you a headache.
- The Startup of You: Adapt to the Future, Invest in Yourself, and Transform Your Career by Reid Hoffman. The book teaches you how to put yourself in the entrepreneurial mindset even if you're still working for someone else. This will assist you to think like an entrepreneur at all times hence motivating you to continue in your venture no matter what.

Did you ever deal with contention from your family and friends concerning your entrepreneurial pursuits? How did you handle it? What would you do differently in hindsight?

- a. Have clear visions and objectives.
- b. Stay focused.
- c. Don't chase investors, focus on building your product.
- d. Ask for Help.
- e. Have a growth strategy.
- f. Don't spend too much on hiring.

Finally, I will say starting a business looks great on paper, but in reality, it is a wearisome process that involves constant failures, iterations, and alterations. It takes time and patience to scale to success.

Did you ever deal with contention from your family and friends

concerning your entrepreneurial pursuits? How did you handle it? What would you do differently in hindsight?

A significant element to surviving the challenge-filled entrepreneurial journey is a strong support system not only at work but also at home.

Entrepreneurs often wear several hats and carry out various responsibilities – business owners, leaders, mentors, and parents, to name a few. They sometimes end up tired and weary physically, mentally, and emotionally.

I'm fortunate to have a family that fully understands and supports my entrepreneurship journey and this has led to my longevity in business.

My family members especially my father, Prof Emeritus Apostle Kwadwo Safo, has also provided emotional assistance. lent me a listening ear, encouraged me, rendered understanding and care, and had patience when times are hard.

Uplifting and comforting words can sometimes do wonders to a weary spirit. A simple pat on the shoulder has a reassuring effect on a tired body. When family members bestow positive reinforcement, the most difficult challenges become surmountable. Other supports include: Financial Assistance, Professional advice, Volunteer time, Business referrals, etc.

What do you know today that you wish you would have known when you first got started as an entrepreneur?

Everyone would like to have the crystal ball with the ability to know the outcome before they make certain decisions, and that is especially true when it comes to a career. Often, knowing specific things about the work environment in advance be a game changer from how things really turn out. Don't think a large sum of money on a deal is a shoe-in for success. In actual fact, it could put you right down at the bottom again if you don't manage it appropriately. Don't be afraid to ask for help. Don't believe something has to be perfect before you release it. Don't stay in a business niche because it's the only thing you know.

What advice would you give to an upcoming entrepreneur locally and internationally?

No one is born a seasoned entrepreneur – we all learn by making mistakes. In fact, experts say that making mistakes early in life is much better than making the same mistakes years later and losing money in the process. However, while 'making mistakes' is one way to learn, another great way of gaining knowledge is through learning from the mistakes of others. These are the list of expert advice for young entrepreneurs. Hopefully, this list of entrepreneur tips and strategies will help them minimize risk and maximize profits in their entrepreneurial projects:

- a. Have clear visions and objectives.
- b. Stay focused.
- c. Don't chase investors, focus on building your product.
- d. Ask for Help.
- e. Have a growth strategy.
- f. Don't spend too much on hiring.

Finally, I will say starting a business looks great on paper, but in reality, it is a wearisome process that involves constant failures, iterations, and alterations. It takes time and patience to scale to success.



KUUKUA ADAMS

Personal, Career And Business Profile



Can you tell us a bit about yourself? Family, educational background

My name is Kuukua Adams, the only daughter of my parents and I have always been an affable person as well as a conversationalist. Started junior high at St. Bernadette Soubirous School in Dansoman and moved on to Archbishop Porter Girls Secondary School in Takoradi for my senior high school where I studied Home Economics, Food and Nutrition to be precise. After high school, I wanted to do something in business or finance and this desire led me to obtain a BSc in Banking and Finance from Central University College. As part of building a career in business, I'm currently with Ghana Investment and Securities Institute Limited, studying to obtain an investment advisory license to be able to advise start-ups and SMEs on investment and the ins and outs of it. I have also taken courses in Internal Audit, Financial Modelling, and Entrepreneurship just to have a more formal perspective aside from working experience.

How was your childhood and growing up like. Would you say it influenced your choice of a career path?

Growing up was fun! I always seemed to excel at public speaking, I always had brilliant ideas on fashion and I loved that I had opportunities to read and partake in spelling bees. My parents have always been the best at making sure all I needed, the right upbringing and providing all my needs have gone a long way to making me a more content individual.

Can you share your story with us?

From where did you start in your career and how did you finally venture into this sector?

Starting Clay was not part of my plans, but I guess like they say, we have our plans but God has the final say to them. It was really just the need to not stay at home after resigning from a company I managed for 2 years. The company was facing cashflow challenges and it was about to shut down and I saw that early and resigned. But staying at home was not an option. I started with bookkeeping and filing in a friend's company in late 2016 and his boss at that time thought my contribution was one that small businesses would need. I filed for about 4 months, a lone ranger with a lot of free time on my hands. Clay had still not been birthed yet I started my first business in swimwear and accessories. I love to swim and I wanted to push the importance of swimming in our local community. January 2017, a friend reached out about a company that needed structure and their business operations were haphazard and he thought I could go in, check their current situation and help. Mind you, I come off as an organized person to an extent so this seemed exciting. Again, Clay was still not in the plan. March 2nd, 2017 after several

presentations with this company they finally agreed to work with me on structuring their business. I remember picking up my very 1st cheque, written in Clay Consult knowing very well that the business had not been registered. Fast forward to 5 years later, Clay is now Clay Group with 2 subsidiaries – Clay Consult and Clay and Associates Ltd, offering 360 business solutions to startups and SMEs. Clay, has worked with over 100 businesses in the past 5 years with too many successes and of course failures but we have failed upwards. It hasn't been an easy journey as I had my fair share of challenges with firstly trying to figure what exactly Clay was going to offer. And then finding the right people. That was tough. I cannot count the number of times I wanted to give up as I was always overwhelmed with work and I was underperforming on some client work. Being a professional and looking the part also became challenging. In consulting, what people see and hear is what they will pay for even before value addition. Why? They need to be convinced that you can do the work by your 1st impression before trusting you with their problems. I took a lot of reading, preparation just to carve a path that was genuine and one that people could resonate with

What will you say motivates you?

I draw motivation from all the doors Clay has opened for me from the onset. I see purpose in what we do and anytime I sit back to introspect I see growth, impact, satisfaction. And then My team. They are the reason I still show up even in my darkest and lowest moments. It took 4 years to find these individuals who are selfless, smart, committed and believe in the Clay vision. They have made me a better person on so many levels. Even with how I reprimand. Their positive energy makes going to work each day one that I look forward to. Good people exist, they are just hard to find.

What are some of your greatest fears and how have you dealt with pitfalls and setbacks?

One of my greatest fears have been running a business centered around me and losing the team I have. If I am no more Clay goes down the drain. It took a long time to accept this fear and find solutions to it as I kept convincing myself that this would resolve itself. Unfortunately it did not and I have had to make that bold step of trusting that my team with work, delivering without me, building their capacity with trainings and workshops. Another bold step I took to overcome this fear was to set up a Board of Directors. We all know the role Board of Directors, to help with strategic direction and help with accountability. We have that now and its evident that Clay is going to be a household name.





6. What have been some of your greatest accomplishments?

My greatest accomplishments have been, firstly, to teach myself accounting, audit and sharpen my business acumen prior to getting formal education. Coming from a Home Economics background to building businesses and Clay still baffles me. I see an abundance of Grace in this as most people would politely decline if offered a role in business. Secondly, building a team who also do not have any background in business or a finance but can solve client problems efficiently. Building a brand that's going to take over in the next 5 years in helping startups and SMEs scale up. Also building a business with an impeccable company culture continues to make me proud of myself and Clay. Initiatives such as The Clay Business Clinic, Clay Academy, 30 Minutes with Clay are also accomplishments I hold dear as they are all geared at aiding Startups and SMEs with all the tools, they need to aid scalability.

This year alone, I have been nominated for the Young Woman Entrepreneur Category, Ghana Outstanding Woman Awards and Forty Under 40 Awards, Consultancy and Professional Services category. I remember waking up emails on these nominations (on different days) and all I could say to myself was Thank you God for using what you have gifted me with to do real work. Statistics have shown that new businesses in Ghana fail after 2 years but we are in year 5 and it doesn't look like we are going to one unstoppable brand. I believe it.



7. What are some of the principles, philosophies and values you ascribe to?

Timing. I believe in timing so much and this scripture – Isaiah 60:22 has been one of the scriptures I have been holding on to and still do till date. Another is from Colossian 3:23 - do the work as if you are doing it for God and not for man. Because of this verse, we approach every job, from the least value to the highest with the same commitment, dedication and desire to solve the businesses problem.

8. Can you recommend any books that have helped you become better in your area?

These books have gone a long way to change my perspective on business, helped me manage myself better and provided me with wisdom for this arduous journey.

- The Book of Proverbs, which can be found in the Bible
- Daniel Goleman – Working with Emotional Intelligence
- 48 Laws of Power – Robert Greene
- The Art of War – Sun Tzu
- Unleash The Gold Within – Nana Akua Frimpomaa Amofa



CLAY CONSULT



What we do

- Accounting
- Internal Audit
- Inventory Management
- Administrative Support
- Business Restructuring

Why choose us

- Value for money
- Access to expert advise
- We'll help you scale up
- We have years of professional experience

Get in touch

theclayconsult

www.theclaygroup.co

030 394 4919/ 050 651 4315

hello@theclayconsult.com





EMMANUEL BOAMAH OKYERE

Agri Impact Consult



From a non agricultural background, my journey started 8 years ago when I joined Agri Impact Consult. The company then had just started greenhouse vegetable farm in Brekuso. I started as part of the construction team but later had to be reassigned to the production team because I didn't have the physical muscle but I got to head the new department a year later till date. Many things have contributed to my achievements over this period, key amongst them is the drive to be a solution provider and not a problem interpreter.

Power is crucial for every assigned position or role. What makes you relevant is when you possess an expert power because you've become an expert in solving a problem. Aim at being an expert while building capacity. Your relevance highly depends on your level of expertise.

What ignited the spark in you to start a new business venture or to make significant changes in an existing business? How did the idea for your business come about?

My passion for greenhouse grew on the job when I realized the technology was new in West Africa and that if I am able to build capacity for myself, my services will be demanded not only in Ghana but in the sub region as a whole. With much joy, I am seeing it's manifestation gradually.

What would you say was the single most influential factor in your business success?

God and loyalty. Coming from a non agricultural background, I prayed to God to give me grace in my new role. So far its been God. Also, staying loyal to my organization has been key. I have never been tempted to heed to the juicy offers from poachers.

What advice would you give to an upcoming entrepreneur locally and internationally?

My advice to an upcoming entrepreneur is to have the tenacity to grow or go through process. Many people want to get to the top without going through process. You will

have your wilderness experience, but always remember its temporal.

PROFILE

Mr. Emmanuel Boamah Okyere is an Agribusiness Development and Greenhouse production and training Expert with over 8 years postgraduate experience. He has over 7 years experience managing Commercial Greenhouse facilities at Brekusu, Volta, and Dawhenya growing and trading in specialty vegetables in Ghana.

Mr. Emmanuel Boamah Okyere is the Commercial and Administrative Coordinator responsible for managing operations at the Agri-Impact Entrepreneurship Training Institute (AETI) and Production Centre.

He also coordinates and leads all marketing efforts, inventory management, monitoring and evaluation, administration, production planning and providing technical backstopping (Pest and Disease management) for all Agri-Impact Greenhouse Production projects such as the Ghana Exim Youth in Greenhouse Enterprise project, Skills Development Fund (SDF) of COTVET funded by DANIDA to implement Agri-Entrepreneurship and Innovative Development Project aimed at strengthening and expanding Agri-Impact's activities. It is also geared towards enhancing productivity and profitability of producers and aggregators within the horticultural value chain.

As the Commercial and Administrative Coordinator he has interacted and worked with farmer based and Development Organizations, Agro-input Suppliers, Agro-processors, Supermarkets and Agribusiness Platforms in Ghana. He is experienced in managing over 200 greenhouses under more than 10 greenhouse projects and trainings in Ghana.

Mr. Okyere has had intensive training at Amiran, Kenya, ASNAPP South Africa, ASNAPP Zambia and India on greenhouse crop production and specialty fresh market vegetable crops and herbs. During his training, he experienced the construction and maintenance of several greenhouses from very low technology greenhouse systems (Bamboo Greenhouse) to quite sophisticated greenhouse structure. Emmanuel has had hands-on training on pack-house management with Agri-impact in Ghana.





AN INTELLECTUAL PROPERTY (IP) STRATEGY- A MUST-HAVE FOR BUSINESSES IN TODAY'S TECHNOLOGICAL WORLD

RICHARD NUNEKPEKU ESQ.



INTRODUCTION

The need to adapt to the ever-changing customer/consumer demands and market realities is driving businesses to be innovative at a never-before-seen pace in order to stay relevant and competitive.

This trend is further driven by the roles technology and human ingenuity are playing in finding solutions for the many challenges being witnessed across consumer/customer touch-points. To be able to compete, grow and expand, businesses cannot discount the value of ideas underlying the development of new solutions (products and services) in today's enterprise management.

In recent times, innovations have become widespread and prone to imitations and reproduction. The development of an IP strategy is becoming the best option to develop and protect innovations and their underlying ideas which in most cases may have gained considerable values higher than the real properties of businesses.

In this article, I will discuss some factors to consider when developing an intellectual property (IP) strategy for a business, especially for start-ups as well as provide information on the protection regimes available for innovative ideas.

INTELLECTUAL PROPERTY (IP) ASSETS AND RIGHTS

As humans with intellect's, our ingenuity sometimes

leads to the creation of unique products or services and inventions which others might overlook.

Intellectual property consisting of assets and rights is only concerned with the intangible creations of our minds which are capable of legal protection. Generally, intangible creations include inventions, processes and formulas, the expression of talent through painting, brand name, design and the like are considered as intellectual property assets, while the legal protections that secure these assets against their unauthorized use by others are copyrights, trademarks, patents, trade secrets among others constitute intellectual property rights.

Instructively, one must own an intellectual property asset which is unique or new to be able to secure protection through any of the intellectual property rights as pertained to one's asset – without an intellectual property asset, one cannot seek to assert any intellectual property right.

The rationale for the protection of intellectual property assets is to recognize and reward individual (sometimes collaborative) efforts in the creation of innovative solutions to the exclusion of others – although there are permissible processes that allow the use of one's creations by others.



INTELLECTUAL PROPERTY (IP) RIGHTS RECOGNIZED IN GHANA

The legislative framework offering protection for intellectual property assets in Ghana is generally consistent with global practices. Legislations are in force to secure protections for Copyrights, Industrial Designs, Patents, Trademarks, and Unfair Competition.

These primary intellectual property protection legislations supplement internal company efforts such as Trade Secrets, Contractual rights, Policies etc. to secure protection for a company's intellectual property assets.

Copyright, the most common form of intellectual property right is a temporary right which safeguards an original work of authorship which is literary (textual) or artistic (graphic) in nature, compute software or programs, music, sound recordings, etc., fixed in a tangible medium making it perceptible either directly or with the assistance of a machine or device from being imitated. It is a protection form in which the an idea is expressed by exclusive control but not the concept itself and excludes abstractions or anything technical or functional. For instance,

there is no copyright in the idea of singing a song but in the form or way the song was written.

Without registration, an individual can sue for copyright infringement if he or she possesses empirical evidence that the copied work was his or her original work. Copyright automatically applies as soon as the work is demonstrated in a perceptible and reproducible form.

Also, Trademark as an IP right seeks to secure a company's commercial identity, distinguishing them as a company and its services or products. Trademarks protect brands and more precisely, the names, logos, or other insignia by which a brand is known, thereby protecting the distinct features that allows customers to easily identify products and services. It also covers non-functional characteristics such as configurations, design marks, trade dress or service identifiers. The primary requirement for a trademark registration is the mark distinctive, unique, and descriptive nature of the product or service being identified.

Inventions on the other hand are protected by Patents. A patent registration gives an inventor or entrepreneur, the exclusive right to the use of the





design or an area corresponding to the invention covering both the product and/or the manufacturing process. Although an elaborate registration process, involving the complete description of the invention is required, it grants a license to prevent or stop or sue others from using, manufacturing, selling, licensing or otherwise exploiting the invention. Nonetheless, not all inventions are patentable. A inventor must satisfy the patentability test which includes among other things, addressing the issues of utility (the practical usefulness) of the invention, innovativeness, non-obviousness (not apparent to a skilled person) among others.

Furthermore, Industrial Design rights protect the aesthetic appearance of a product from third party replications that are overly similar to the registered design.

Trade Secret is one of the most protective form of an original idea to be kept as such and disclosed on the need-to-know basis only. Companies such as Guinness, Coca Cola, Pepsi etc. have been global beneficiaries of trade secrets as an intellectual property asset protection tool – they have over centuries managed to keep as a secret, their drink formula without any formal legislative registrations. A Trade Secret could include any information which makes the product or service unique and provides competitive advantage such as customer list, supplier list, details of marketing campaigns, or information of commercial value. This rationale is to maintain information derived from a company's efforts with economic value – either actual or potential from disclosures.

The attempt to keep information confidential can only be considered as a trade secret where such information constitutes part of a commercial setting. Therefore, one's secret jollof recipe cannot be considered a trade secret until such secret recipe has been commercialized and used in a trade. Other exceptions exist as defenses to a claim of trade secret over disclosed information, and businesses are encouraged to familiarize themselves with the full scope of trade secrets, including the risks associated with them as an IP protective form.

Regardless of the type of intellectual property right one seeks to enforce or lay claims to, legal avenues including court action are available to reclaim or be

compensated for an infringement of one's intellectual property right.

SOME CONSIDERATIONS FOR DEVELOPING AN IP STRATEGY

It is vital for business owners to understand that, while the law generally provides protection, it remains the responsibility of the right holder to take the necessary steps to secure and enforce his/her rights in a timely manner. Due diligence should be throughly executed in choosing the best strategy for your company. Additionally, an understanding of the unique product or service been offered, the processes and systems, company set-up etc. are the first important steps to consider while developing an IP strategy for a company.

Personally, I believe an IP strategy must seek to achieve the following:

- a. Protect the intellectual property assets of a company.
- b. Limit a company's liabilities for the use of IP assets of others.
- c. Establish a culture of innovation for the creation of new IP assets.

A. PROTECTING INTELLECTUAL PROPERTY ASSETS OF A COMPANY.

Once IP assets have been recognized, steps must be taken to secure and protect them for the exclusive benefit and use of the company. To achieve this, IP registrations must be done timely with the relevant statutory bodies. The strategy must ensure a process is instituted to identify, profile, and pursue the registration of any IP assets. Other elements of the strategy could outline processes and personnel for IP portfolio creation, the classification procedure for trade secrets, deliberate inclusion of IP asset protection clauses in employee contracting and non-disclosure agreements or non-competition agreements with 3rd parties.

The protection strategy must emphasize the importance of evaluating options for protection with identifiable lines of approvals to prevent exposures rather than protecting innovative ideas by registration – which may not often be the best



form of protection for IP assets which can be considered as trade secrets.

B. LIMITING A COMPANY'S LIABILITY IN THE USE OF IP ASSETS OF OTHERS.

A company cannot have an IP strategy that only focuses on the protection of its IP assets from unauthorized use. Relatively, the nature of a company's business may necessitate the use of others IP assets. As part of a company's IP strategy, a clear outline must be established to guide employees and managers on the acquisition of IP licenses, consents, and permissions before using IP assets belonging to others in the company's production, manufacturing, or service delivery process.

This will aid limit the company's exposure to IP liabilities and infringement claims.

C. ESTABLISHING A CULTURE OF INNOVATION FOR THE CREATION OF NEW IP ASSETS.

Innovation thrives in the right environment. Creating a culture where employees are encouraged to be problem solvers, innovators, and thinkers usually based on a recognition or reward scheme may lead to new ideas (innovations) over which the company may exercise IP rights over.

Therefore, an IP strategy must identify people as the source of IP assets and be deliberate about how the workplace can engineer innovations. To ignore the human factor may result in only protection for existing ideas or innovations without creating room for new ones – no company in recent times can survive on the ideas of yesterday.

A culture of innovation is critical for the survival of companies and every company must find a unique way to utilize it at its workplace and such initiatives must be part of its IP strategy.

CONCLUSION

It is imperative for every business to include an IP strategy as part of its business management strategy. However, the development of an IP strategy must align with an understanding of the company's product and/or service offerings, processes and systems,

competition, among others. A good strategy must not only focus on offering protections for a company's IP assets but must also exploit ways to limit the company's liabilities in using IP assets of others as well as the creation of a culture of innovation for the generation of new ideas capable of Intellectual Property protections. Be driven with the thought that, the world is evolving at a faster pace and those who run with it will stand out in exceptional ways.

AUTHOR'S PROFILE

RICHARD NUNEKPEKU is the Managing Partner of SUSTINERI ATTORNEYS PRUC (www.sustineriattorneys.com) a client-centric law firm specialized in transactions, corporate legal services, dispute resolutions, and tax. He also heads the firm's Start-ups, Fintech, and Innovations Practice division. He is reachable at: richard@sustineriattorneys.com





HOW TO POSITION YOUR BUSINESS FOR INVESTMENT-POST COVID

MICHAEL K. OFORI
(CEO INVESTOR HUB)



INTRODUCTION

Investment generally is putting your money to work for a period of time in some sort of project or undertaking in order to generate positive returns (which are profits that exceed the amount of the initial investment). It is also the act of allocating resources, usually capital (money), with the expectation of generating an income, profit, or gains.

Position your Business Online to meet International Standards and Requirements

Before any investor or prospective Business Partner meets you in person they would want to get a fair idea of what kind of business you are into, the impact your business has made, feedback from people about your business and most importantly due diligence on the personalities behind the business and the business as a whole.

It is therefore expedient to have a good website which represents your business appropriately. Your website should encapsulate all the services you provide, your mission, your vision and how passionate you are about ensuring your clients get the best services from you.

You should also show evidence of work you have done so far and mention notable clients or projects you have worked on to prove eligibility, create comfort, and serve as a reference for anyone looking to do business with you.

Recently, it is necessary to add some corporate social responsibilities that your business has engaged in to show that you are not just in the business to make money or for personal gains but rather to impact the society, country or jurisdiction in which you operate in. This can include donations, community sanitation activities, and employing of interns among others.

Now depicting how effective and efficient your business has been is not only through your website, you should make a conscious effort to replicate this on all your social media platforms such as LinkedIn (as a business man it is very unfortunate if you are not on LinkedIn but can be found on all other Social MEDIA platforms). LinkedIn is widely regarded around the world as the most professional social media platform and the first place of checking a personality profile by many top business executives, as such, you must make sure to have a good representation there. All other social media platforms such as Instagram, Facebook, Twitter and even WhatsApp status (From Me: Share e.g. s of deals you have made by just posting on WhatsApp Status) etc. are also very important. You should be very mindful of the kind of content and images you put on any social media platform no matter how trivial you think it might be. For instance: a very qualified accountant who lost a job offer because he had posted videos and pictures of him buying bottles of alcohol in the club. The company thought he would steal funds due to his extravagant lifestyle.

Covid has taught us that we don't need to spend so much money, time, resources and even risk our lives to attend every meeting, seminar or conference around the world. We can equally have effective and efficient business meetings and correspondence over zoom and other platforms.

Don't over project yourself or your business. Although it's important to utilize the power of the internet to project our business to higher levels, we also need to work hard on doing the real work on the ground (talk about how people over project themselves on the internet, which leads to doubt when investors see you in real life. (from me: give an e.g. of someone driving



certain type of cars on social media and chasing uber in real life. this does not depict a realist or genuine business man and will make potential investors or business partners not trust you.

Build Trust and Credibility

It is very important to build a certain level of trust and credibility among your network and business partners, you become the go to person in your field if you come as highly trusted and recommended.

Due to the global economic crisis caused by Covid and most recently the war between Ukraine and Russia, it's more difficult than it used to be to get funding from prospective investors, people have become skeptical due to uncertainty. As a result, trust and intensive due diligence is conducted by investors before the release of resources.

This is why it's more important now like never before to ensure that track record of credibility is established by your firm, institution and as an individual. It's very easy to get investment for your business if you were recommended by very credible people, the only way you can get such recommendations is to have built that trust from such high level people, this kind of trust is usually built over a period of time sometimes for many years. When you are recommended by someone, it takes minimal time to receive investment from the network because they take shorter time to perform due diligence. They consider the recommendation from highly trusted people as a surety.

Even the kind of partners you have or the people you associate with can either reduce or increase the level to which people trust you. (For instance: mention a few partners you have in GHANA and abroad through which your credibility has increased).

You should therefore be mindful of the people you associate with, imagine a prospective investor sees a picture of you with a renowned fraudulent individual, this will deter them from doing business with you.

Seek for Partnerships more than seeking for just investments.

Once again, due to the economic uncertainties caused by Covid, it's more prudent to seek for partnerships than just investments. It is essential to let the prospective investor know that your skin is in the game. For e.g. if you are looking for funding for a Factory project to produce ceramic tiles, shoes, food etc. you should have also made certain significant contributions before seeking for an external investor. This way, you attract more investors to your business quicker than going round looking for people to handle every expense in a project you claim to believe highly in.

Preparedness

Make sure documentation on your project or business for which you need funding for such as feasibility studies, audited financials, business plans and projections are ready before you go looking for investors so that they will readily believe in the project you have in mind. If it's a building project, ensure that you have it pictorial evidence so that they can see the life and expected outcome if they invest.

Finally, I would say that you should make the best out of every networking opportunity.



MIMI'S CONSULTS

SERVICES

- TRANSLATION
- BIRTH CERTIFICATE
- INSURANCE AGENT
- VISA ASSISTANCE
- FLIGHT ITINERARY
- TRANSPORTATION SERVICES
- HOTEL RESERVATION
- TICKETING

0506464310 | 0246274854

miconsults26@gmail.com | P.O. Box MP 1105 Mamprobi Accra

Behind Police Headquarters (Near Japan Embassy)





TIPS ON REBRANDING

Viva Pizzaro Seidu.

WANT TO KNOW A SECRET? Nobody ever has that one solution. There's always a difference.

If you are reading this, I believe you are thinking of rebranding, I am pleased you are taking this step because it is fun, exciting and new. I can also say that you have got some experience enough to have come this far. Kudos and congratulations!

Rebranding is quite a big deal for your business but what really is rebranding? The creation of a new look and feel for an established product, service or company is what we term as a rebrand. This is not limited to services, products or organizations but individuals can also rebrand at a certain peak of their lives or careers.

Regarding business, rebranding is an intentional decision to change the perception, feeling or action a client has for your business.

There are many ways you can rebrand yourself or business but before you rebrand, it is relevant to know why and also how to prepare your business for the new face. The following will at least guide you.

REASONS FOR A POSSIBLE REBRAND

1. You are serving a new audience.
2. The visuals do not effectively or accurately reflect the desired brand experience.
3. You have done everything yourself up to this point but your brand is lacking consistency.
4. You are pivoting what you offer and/or how you serve.
5. You are changing the name of your business.

WHAT TO DO TO PREPARE FOR A REBRAND

Get leadership and team buy-in.

At this point you need to do a self check on your business if you are an entrepreneur but in the case of an existing CEO or a team, you need each one on board. This process requires brainstorming and patience to produce a list of reasons why the previous business or product did not excel but time should be of essence not to say that you should rush into it. Basically, there should be a balance and sense of urgency considering clients put on hold.

Understanding the "WHAT".

What in your brand experience needs the update? This could be as simple as going back to the foundation of the business (who, what, why, and how).

Here you would have to reconsider who your target market was, your visuals (logo, colors, font), how you were advertising, what the old structure or hierarchy was missing etc.

Be specific with desired goals.

Here you need to ask yourself or the team what exactly you are expecting to change and attach timelines to each written item. This will improve timeliness and productivity. Avoid ambiguity but rather be clear and concise.

Being ready to rebrand.

You need to be physically, psychologically, and most importantly financially ready and available to create a new face for your business or brand.



Choosing the right partner(s) to rebrand with.

You need to be intentional about choosing the right branding professional(s). It is advisable to find a brand partner who specializes in helping businesses make the transition from business-brand to personal-brand. Or, if you know that you want to pivot your ideal client and start targeting corporate clients, it makes sense to work with a brand professional who operates in that space.

Communicate to existing and potential clients.

Amongst all things, you need to know that a perception has already been established about the existing brand based on trust and experience with the service or

product hence a notice should be given ahead of time to clients to prepare them for your absence and new season.

CONCLUSION

Finally, you need to know that there are different strategies that break a business through but there is no one way to succeed. What worked for one may not work for you hence be sensitive to your business, pay attention to details from clients and critics, and be consistent with your service or product.

Giving up is not an option so enjoy this era and make it work. Cheers!

PMMC
PROFESSIONAL MONEY MANAGEMENT COMPANY
MEMBERSHIP ASSOCIATE

STATE OF THE ART VAULT FACILITY

We securely store all your valuable items in our new state-of-the-art vault facility

- Diamonds
- Gold
- Jewellery
- Legal Documents
- Any precious items

Diamond House, Kinbu Road, Accra | P.O. Box M108, Accra, Ghana
+233 (0) 30 295 3275 / (0) 30 295 3284 | info@pmmc.gov.gh
www.pmmc.gov.gh
f @PMCCGhana





10 RARE WISDOM TIPS TO TRANSFORM YOU

(Excerpts from the revolutionary mind book: MIND GAMES) DANIEL SARPONG

1. Tomorrow Never Comes

The path of one day; the path that people call someday...is a path that leads all pilgrims to nowhere. The concept of patience is misunderstood. Patience doesn't mean don't do it until everything in the universe aligns.

Patience is putting in all the efforts today knowing that it would take a little time to manifest it. There's no time to waste, now is the time...GO AND DO IT NOW!!! AIM FOR IT NOW!!! If you are not aiming for it now because of patience, you are wasting your time.

2. Be Intentional About Life - Nothing happens by accident or by mere wishing. Add action to intention and then manifest. For everything you will ever want to achieve, you must be intentional about it.

No one is coming to change your life, make you the best or give you what you think you deserve. You are fully responsible to become and achieve anything you deeply desire to achieve. There is a higher, bigger, and greater version of you within you; bring the version out; the world awaits your impact and greatness.

3. You See Things As You Are, Not As Things Really Are - Humans don't see people as they are, we see people as we are. Our mindset about particular people or our prejudicial concepts of a particular group of people drive how we perceive them and react towards them.

Any racist isn't racist because they just want to be racist; they are racist only because of a concept or mindset that has been imbibed. So anytime they see that particular race, they judge them even without being in contact with them. Mind Games play in our everyday society yet, we don't seem to see it. Racism can't be avoided by saying "Stop Racism"; it can only be stopped by renewing the minds of racists (which may not be easy); there is an ingrained belief that a racist has and it won't take your screams to erase it; at best, it will be hidden in the secrecy of their hearts.

They won't express their beliefs in public but deep in their hearts, their minds are made up. Until people are educated to see things from an enlightening perspective, their minds will not be renewed and their old beliefs will continue to rule.

Also, the people you know see you based on how they have known you in the past and not based on who you are today.

That's why your parents still see you as a kid even though you are probably 35 years old; that's why when you see your old school mates, you still think all of you are still kids or young; that's why those who knew you when you are struggling can't come to terms with believing you are successful even though you are a top level executive or a great successful person now.

Everyone is seeing you based on how they know you and you also see most people based on how you have known them. Understand this concept so you can transform your own mind, and also understand others when they treat you based on who you used to be.

4. Why Strangers Support More

This is why strangers sometimes support and honour you more than people who saw you in other seasons of your life. All the stranger sees is the glory, success and beauty, but for others who saw other seasons of your life, their vision is blurred. However, they would give more honour, respect and celebrate another person whom they don't know or didn't see in their low seasons.

I am teaching you this, so you expect it and not take offense when it happens in your life. It's no fault of theirs, they may not even be aware their mind is playing games with them and they need to transform their minds. Just make sure people who do not see the greatness in your life, do not pull your mindset to look down on your own self; live above that. Also, be quite careful, because if such people don't have pure hearts and transformed minds, it may lead to envy, betrayal and evil.

Mark 6: 2-4: When the Sabbath came, he began to teach in the synagogue, and many who heard him were amazed. "Where did this man get these things?" they asked. "What's this wisdom that has been given him? What are these remarkable miracles he is performing? Isn't this the carpenter? Isn't this Mary's son and the brother of James, Joseph, Judas and Simon? Aren't his sisters here with us?" And they took offense at him. Then Jesus told them, "A prophet is honoured everywhere except in his own hometown and among his relatives and his own family."

5. Validate Yourself

Don't try finding yourself through others; like being a subset of other people. Serve people, work with people, coordinate with others but make sure you find your own being and voice.

- You must change how you see things. When you think of yourself, all you see are the standards of your family, friends and circle. You see poverty, lack, nothingness, struggle, financial debts etc. If that's what you think of yourself, then that's what will play in your life.
- Most people think they are terrible people. You're not a terrible person. You are doing your best; celebrate yourself often.
- People respecting and valuing you starts with you valuing yourself. Value yourself to know what you deserve, what must be done for you, and how you should be treated so it guides people on how to relate to you.
- No man can measure your worth. They only measure some things they want to measure which they believe are the best indicators that determine the value of a person on a particular thing.
- In life, overtaking is allowed. It's okay to be better than others in a particular sphere. You're not competing against anyone but your own self. The world can't measure who you are; they only measure what they want to measure to determine some variables which they believe influences how smart and better someone is.

6. You Haven't Lived Life Before; Stop Being Hard On Yourself:

Consciously, this is your first time on this earth. Everything you are doing, you are doing them for the first time, so stop being hard on yourself and have patience. Learn how things work and how they don't. Give yourself some accolades; you are doing well in this life. Yes, you have failed many times and have messed up many times, so what?

It's all part of the story of "My first time on earth" (If that's a book we could write with the possibility of coming to live again). Give yourself a break and celebrate all the great things you have done so far and how far you have come.

7. Go Hard On Your Dreams

When we are setting goals, we set our wishes which we believe someone (God, our parents, our friends or some special miracle, circumstances) will make them happen. We don't think and believe we are fully responsible to make it happen. You are fully responsible for your dreams and life you desire to live. It won't happen until you make it happen. The other variables, definitely play a part, but in the end it's you. Use the goal audit in the previous chapters.

8. Life is a BET:

Life is a GAMBLE; it's a risk, and you're your GREATEST, BIGGEST AND BEST BET to achieve everything you desire out of this world and fulfill your destiny. So, if you don't believe in yourself, seek societal validation, and have a low self-esteem, you're already disadvantaged. Transform your mind NOW!!!

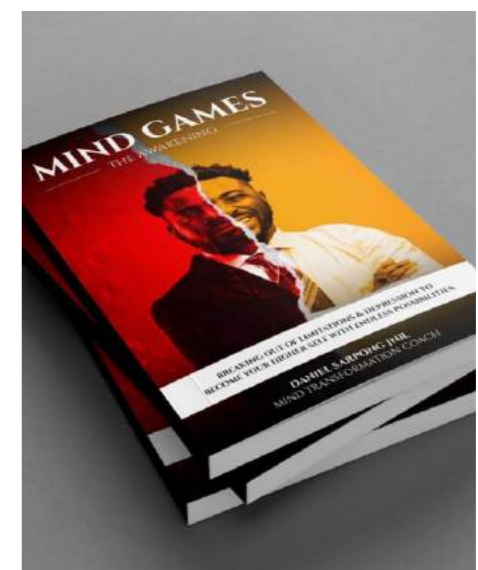
9. Career, passion and income streams:

Chase income streams and then also chase your passion or career. The fact that you're a doctor doesn't mean you can't trade forex or stocks. Chase stability; find income streams to make you stable as you work on your passion which may or may not be generating any income for you. Some desire to spend their entire life with the less privileged, supporting and helping them. It's possible, however make sure you are creating income streams as well, else you will be frustrated in your passion.

10. No resistance! Just focus your attention on the intention you want to manifest, and manifest it. Focus on the outcome without any resistance. Forget the age, issues, economy or any seemingly relevant excuse. Just focus on what you can do to get that thing. That's all that matters. I have come to realize that every excuse is valid. Those who make it in life, also have valid excuses; they just overlook that and find a way to make things happen!

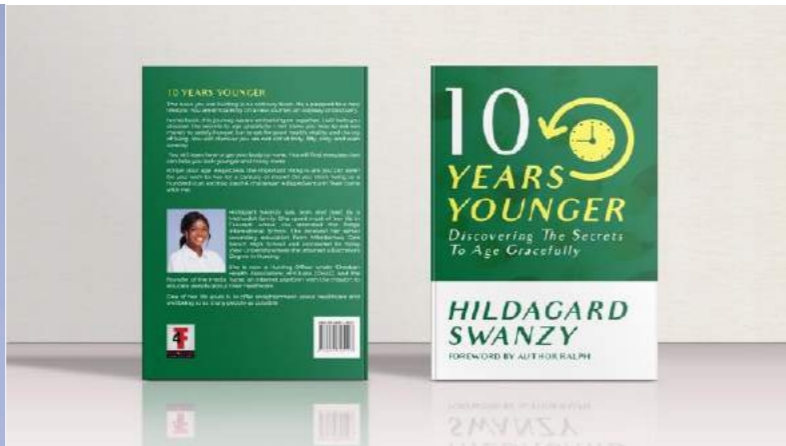
It's okay to note down all the reasons you can't do it; however, it's not okay to make those excuses relevant to you; it's not okay to give up or not challenge yourself to make it happen because of those excuses. The great do see their limitations or excuses and eventually eat/consume/tear them up as breakfast!

These are excerpts of the book by Daniel Sarpong Jnr: MIND GAMES. Get your copy at www.danielsarpong.com/products/





THE KEY TO ANTI-AGING



HILDAGARD SWANZY

The key to anti-aging has become a holy grail in recent times but most people ignore the simplest keys to maintaining a youthful appearance. I am guessing you are itching to know what key I would be talking about. Well! It's the commonest and easiest to find. Water..! Is our can imagine how anxious you were to know what it was and how deep you thought. The human body is mainly water! When people say "water is life," it is the biological truth. However, although the water content in our body is as high as 78% when we are born, most of us have only 65% water by our first birthday.

As we age, we tend to dry out which is why the average water content for an adult is 55% to 60% where the average water content of men is higher than that of women because muscles contain more water than fat, and women naturally have more adipose tissue than men. At 60, our water content drops to 50%.

Water does so much to our skin. It maintains skin moisture and provides nutrients to the skin cells. It helps to replenish the skin tissue and increase its elasticity thus delaying aging. Actively staying

hydrated is vital in following an anti-aging skin routine because drinking enough water makes the skin glow.

The whole water concept reminds me of my uncle, Dylan who is in his forties (40s). Being a chef by profession, he must be on his feet most of the time and needs to stay hydrated so he can perform his tasks effectively. He took the intake of water for granted and he began experiencing tiredness, sluggishness, and weakness more often than expected.

Fortunately, he heard about the numerous benefits of drinking water so he decided to join the train of regular water drinkers by drinking eight (8) glasses a day. This decision greatly impacted his health after just a couple of days.

You could join Uncle Dylan you know! I have and I suggest you do too.

HOW MUCH WATER IS ADEQUATE?

Uncle Dylan began his epic lifestyle change by researching in-depth, in libraries and online to know the recommended glasses of water one must drink.

He discovered that men needed about 124 ounces of water (15 glasses) a day, whereas women needed about 92 ounces daily (11.5 glasses). He resulted to buy a bottle that could contain 65 ounces of water (8 glasses). He took this wherever he went and ensured that it was replenished anytime he was running out. Half of the bottle was drunk by the time he woke up in the morning, and the other half was drunk by evening. He made sure the bottle was full before bedtime.

THE OUTCOME

Adjusting to this new way of life was tough so he concluded by treating drinking water as a chore which meant setting alarms on his phone. He also included calendar alerts as an extra reminder. Within a few weeks, he had developed the habit and did not need alarms or reminders. (Yippee!)

THE ROUTINE

DAY 1

He hardly noticed any signs at the beginning which gave him the impression that drinking eight glasses of water daily was just a hoax. Interestingly he had realized notable sign of constantly waking up in the middle of the night to urinate. He began to wonder.

DAY 2

On this day, Uncle Dylan had noticed physical changes. He realized he was more energetic and barely hungry during the day. If he ever felt peckish, a glass of water sufficed snacks. He eventually realized that the hunger pangs he encountered often was rather thirst.

With less snacking and more water drinking, Uncle Dylan started to feel lighter and less bloated. Additionally, he was not bogged down by the sugar and sodium in his "go-to" snacks despite his lower calorie intake, his energy levels remained high.

DAY 7

Fast forward to day seven (7), Uncle Dylan noticed that his skin began to glow, and he looked smoother and more refreshed. Moisturizing to keep the skin in good condition is a known fact but he was clueless to the fact that being hydrated internally could yield similar and better results.

DAY 14

At this point, my Uncle could fully see for himself that his new habits had paid off. He was astonished that he could look this good without spending fortunes on skin products. Changing his habit was free and relatively convenient.

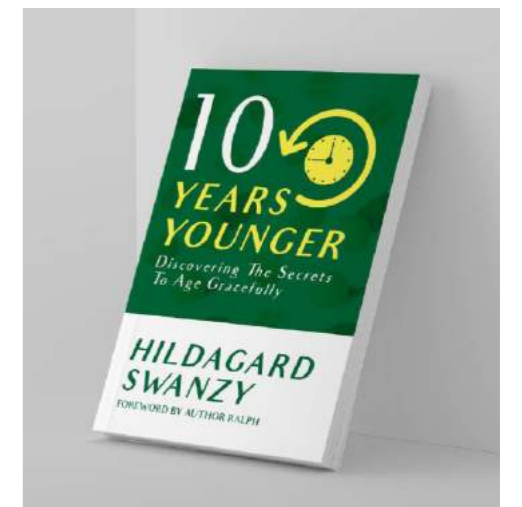
Now admittedly, this process is not a peanut especially for people with the habit of not drinking water unless they are thirsty. This practice is a school of discipline and determination. To make things easier, make sure you have water with you wherever you go. This will make it simple for you to sip away constantly, giving you the maximum benefit and staying hydrated throughout the day.

You can also include cucumber, pieces of fruits, or lemon to give flavour to the water. Raw fruits and vegetables have high water content and can keep the body hydrated as well.

Finally, to keep yourself from wrinkling quickly, stay hydrated.

CHECKLIST TO HELP KEEP YOU HYDRATED

1. Get a water bottle.
 2. Set reminders with timelines for at least every 30 minutes.
 3. Flavor your water with slices of fruits like apple, cucumber etc. (Optional)
 4. Set daily and weekly goals for yourself.
 5. Eat foods that contain more water such as soupy foods, watermelon, pineapple etc.
 6. If it's too hard, be accountable to someone who cares about you and you hold in high esteem as well.
- I wish you the best in this journey of healthy living. Cheers!!





Pancakes AND WAFFLES MIX

0245823960 0275705177
@mabis1pancakes

Exciting Flavours:

- FRESH BANANA
- STRAWBERRY
- CHOCOLATE
- PINEAPPLE
- MIX FRUIT
- VANILLA
- BANANA




Mashke

KENKEY, SUGAR, MILK, GROUNDNUT, WATER




www.mystorymagazine.com

CAR LEASING

(WORK & PAY)



CONTACT US ON
0244 124 332 0244 159 057

LOCATION
**MILE 7, ACHIMOTA
BEHIND OLD PEACE FM**




GOOD FOOD GOOD VIBES




055 481 2748
055 949 5167

055 387 1228
@pizzamanchickenman



Quality Seeds

For sale...



+233(0)59 545 6005, +233(0)20 696 1364
@phillitagrogh



New BOFROT KING

TRY IT NOW!
+233 55 630 0040
+233 20 159 0213



TRUE Taste OF BOFROT



Bofrot dey for you!

Hello September,

TRY IT NOW!
+233 55 630 0040
+233 20 159 0213



HOW TO APPLY;

- Applicants must come with their drivers license .
- We then give details of the vehicles available, including the prices and years the vehicle will cover.
- Interested drivers will be given a form to fill out and submit.
- After this is done, they make an initial deposit of Ghc 2700 for commercial-purpose vehicles. Examples Uber, Taxi etc. with Ghc 500 or more weekly payments.
- Ghc 10,000 or more deposits required for private purposes with Ghc 2700 or more monthly payments.
- - We then visit the resident of the driver and the guarantors for further questioning . Once we are satisfied with the what we want , we then proceed to the registration of the vehicle. -The driver is later given an agreement to sign and the vehicle is finally handed to him .



cd

CHARISVILLE

DESIGNS

Interior Design | Architecture

Adorning living spaces with timeless sophistication.

Instagram : Charisville Designs charisvilledesigns@gmail.com