



Story

MAGAZINE

INSPIRING AND BUILDING AFRICA ONE STORY AT A TIME!

ISSUE 7

Oheneyere Gifty Anti

Ace Broadcaster,
Social Entrepreneur & Feminist

INSIDE

COVID STRATEGIES FOR ENTREPRENEURS:
Dealing with your mind, business and
health during and after the pandemic

Africa's Premium Entrepreneurial Resource



WHEN WOMEN
SUCCEED CONFERENCE 20'

EMPOWERING & ESTABLISHING WOMEN LEADERS ACROSS THE GLOBE



HOST
CAROLINE ESINAM
ADZOGBLE

FOUNDER & CEO, CAROLINE GROUP

VENUE: KEMPINSKI HOTEL, ACCRA
DATE: AUGUST 22ND, 2020
TIME: 2:00PM - 4:00PM

POWERED BY
Caroline
group
Building Women



MC:

CHRYSTAL KWAME-ARYEE

KEYNOTE SPEAKERS



DZIGBORDI
KWAKU-
DOSOO



MRS DENTAA
AMOATENG



BERLA
MUNDI



AUDREY ESI
SWATSON



OHEMAAFAYÉ

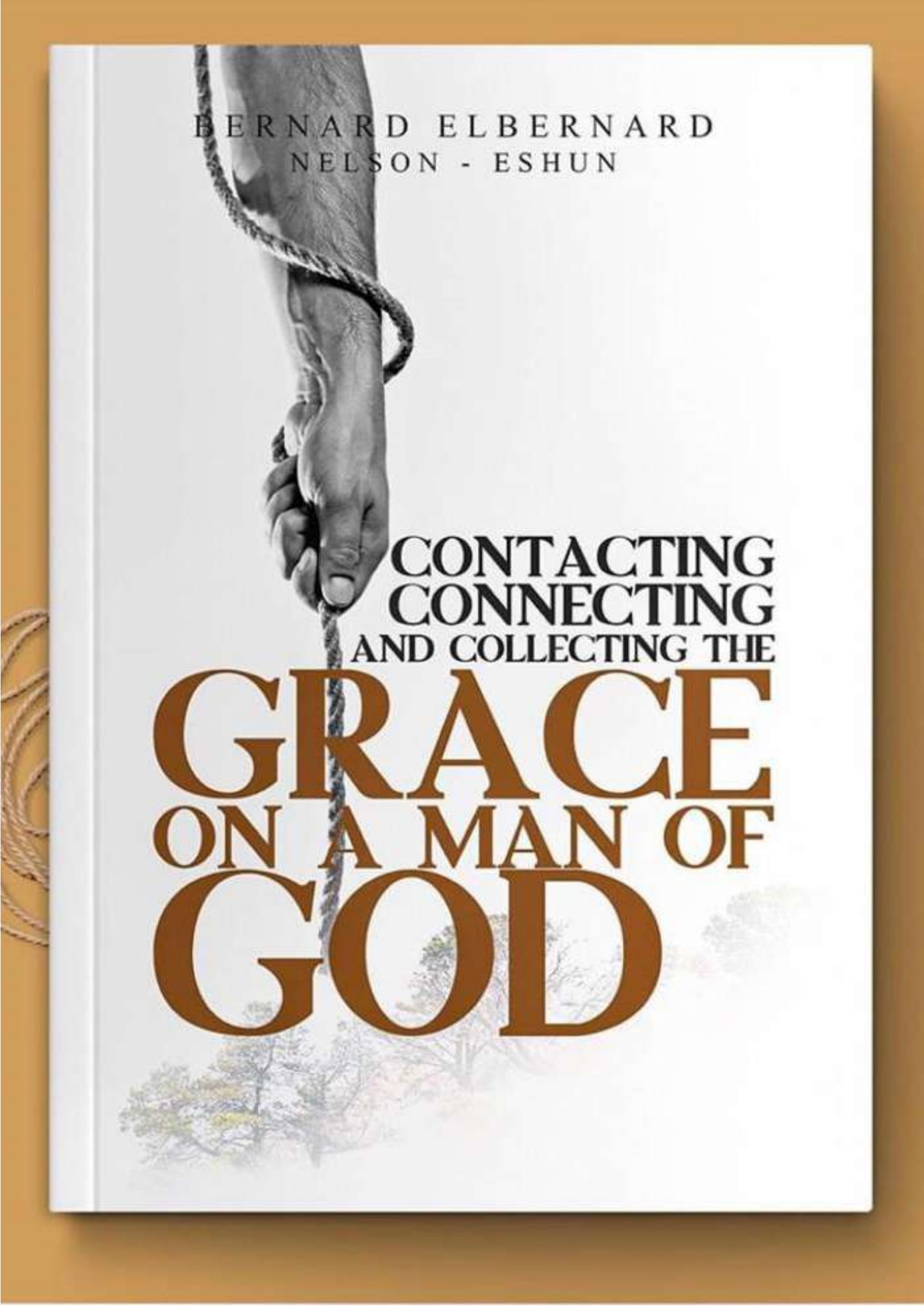
GUEST SPEAKERS



DR. HANNAH-LISA TETTEH



NANA YAA ADDO



BERNARD ELBERNARD
NELSON - ESHUN

CONTACTING
CONNECTING
AND COLLECTING THE

GRACE ON A MAN OF GOD

Contents

11 Tiana



15 Nana Yaa



26 Amma Boateng

28 Lucy Quist

31 Juliet Bawuah

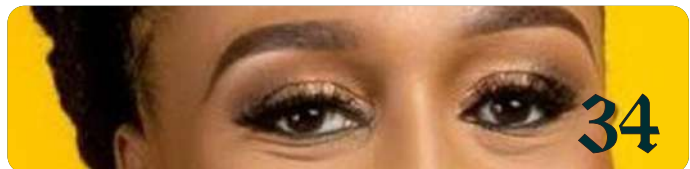
34 Dzigbordi Dosoo

37 Gwen



Cover Story:
43 Oheneyere Gifty Anti

59 Vanessa Sway



61 Marie



The Team

Co-publisher ;
Dennis Kofi Borti

Web Designer and Host Manager ;
Vincent Ashong Quartey
(GET SYSTEMS)

Business Development Manager ;
Derrick S. Vormawor

Editors;
Emmanuel Kwafo
Nana Akua Frimpomaa Amofa
(Scripted Impressions)

Contributing writers
Brenda Lutterodt
Deborah Oduro
Hussein Prince
Auguster Boateng

Contributing Photography;
Predes Studio
Gracehandspixel
Bryan Kaydee Photography

Creative Designer
Abraham Adjekum

Contributing Designer
Official Ibrand

MSM INC

hello@mystorymagazine.com

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

Follow on Facebook / Instagram /
Twitter; Mystorymagazine

Payments and Support
PayPal;
MSMLIMITED17@gmail.com
www.mystorymagazine.com



Publisher's Note

My father Prophet Bernard ElBernard once said that “women are symbol of multiplication.”

Women are the embodiment of grit and tenacity. They take up challenges and permeate through life with absolute focus.

Women who take the course to become trailblazers are deemed confident and determined.

In this edition , we delve deeper into the journey of personalities who are making impact in diverse fields.

Our 7th edition focuses on phenomenal women in Ghana and across Africa.

Enjoy insightful articles on COVID related subjects such as business, health, career, personal development etc.

We also feature other resources which are relevant to today's world of business and commerce.

We have also introduced an exciting column called #WOMENINSPIRE , this special feature seeks to highlight the amazing contributions of women in our society. In this edition, we celebrate the achievements of four personalities. This column is written by Brenda Lutterodt, an Author and Women's Activist.

We also have amazing stories of young entrepreneurs and individuals who are creating change one story at a time.

Enjoy this and many more exciting stories in our 7th edition.

We want to give you an experience , because at MSM , YOUR WORTH AS AN ENTREPRENEUR IS OUR PRIORITY ...

I WELCOME YOU TO THE ONE-STOP PLATFORM FOR EVERY AFRICAN ENTREPRENEUR....

Please remember to stay safe and observe all COVID-19 protocols.

Nana Akwasi Bortey



Dr Daniel Mckorley

CEO/Group Chairman at McDan Group of Companies



Mr. Collins Oloo Okley
CEO, Nungua Warehouse Ghana Ltd.

Isidore Enyonam Togbedji

Meet Isidore Enyonam Togbedji, a persevering and tireless young man with interest in construction, real estate development, general merchant and petroleum marketing. His focus on commerce is diversified both in Ghana, Africa and the world.

Isidore partially grew up in Togo (Lome) with his mother and elder brother, where he had a French educational background before moving to Ghana permanently with his family. He has a first degree in Bachelor of Arts Communication Studies and currently having his Masters program in Finance at Harvard Business School, USA.

Isidore childhood influenced his choice of career path. Whilst growing up he wanted to be a computer engineer which he partially achieved. However, in a family where both parents were self employed, their full time business life ignited his passion for starting his own business. He is now an entrepreneur and an investor.

Isidore started his career undertaking repairing services of computers in various offices, including some branches of Ghana Revenue Authority. Through these services he rendered, he saved enough money to fund his first business. He began with Buying and Selling of phones, computers and clothes. Doing this for some time, he was able to save enough to fund his first trip to China to import his own goods to distribute on the market on wholesale. After, he expanded his business and ventured into other subsidiaries such as construction, real estate, and petroleum.

In an interview with Isidore, My Story Magazine (MSM) delve deeper into his business life. Enjoy this short interview.

MSM: What will you say motivates you?

Being broke and the future of my children are the greatest motivation.

MSM: What are some of your greatest fears, pitfalls and setbacks?

My Greatest fear? Firstly, I don't want my brain to stop working that's why I keep learning and keep



practicing which helps me get better at the things I do. Secondly, the fear of losing my mom.

For pitfalls, I have always prevented them somehow, but they do always have a way of coming around. When they occur, I deal with them through strategic planning, effective time management.

Setbacks do happen to everyone at some point in life so I face and deal with them in a very healthy manner like being focused and learning from my mistakes. I track the root cause to identify the core reasons which helps me solve at least 50% of the problem automatically.

MSM: What are some of your greatest regrets?



Even though, I'm still young and I have another 20 to 30 years to go, I regret not spending much time with my family, I spend most time working so hard away from home, traveling all over the world for business.

MSM: What have been some of your greatest accomplishments?

* The expansion of my business and giving back to society.

* I actually have a Non-Governmental Organization (NGO) called McIsidore Foundation. This was formed in order to meet the need for basic food, education,

clothing, and healthcare services among the less privileged children and communities of Ghana and all over Africa. This is a multi-service organization which fulfills its mission through dynamic programming that is responsive to the needs of the diverse communities it seeks to serve. McIsidore Foundation has carefully developed and executed several charitable projects over the past years

* Our Mission: The mission of McIsidore Foundation is to create a nurturing, stable, educational and healthy family environment which encourages and empowers people to initiate, attain and master the personal and social changes which are necessary to help fight illiter-



racy, ignorance, hunger, sickness and disease, in order to become effective contributing participants in the progressive development of their communities. The foundation values the expansion of opportunities and the enhancement of quality of life for the people of Ghana and Africa. It also seeks to empower these people and their families to initiate those necessary changes, thus, Changing Lives in Africa.

MSM: What are some of the principles, philosophies and values you ascribe to?

* Respect for myself and in business, respect for every customer, investor, and employee are my principles. Another generic principle is persistence because NO amount of talent or genius can take the place of persistence.

* Responsibility, mindset and passion are my philosophies.

* Personally, my values are honesty, passion, determination and confidence. In business, nobody likes to engage with arrogant, selfish, dismissive and egotistic people. To be a good business person, you must be a good human being.

MSM: Can you mention three of your favorite books of all time?

- * Think And Grow Rich
- * Rework
- * Good To Great

MSM: What do you do for leisure and socialization?

I love to travel and socialize mainly for the exposure and to learn other things around the world. If I'm back home and have no work, I mostly relax in bed and read.

MSM: There has been an increase in entrepreneurship across the continent and the globe from small scale enterprises to large corporations. What are your thoughts on it? Do you think it's the best way to solve some of Africa's challenges and improve the lives of people?

First of all I will say entrepreneurship is the solution to the high unemployment rate among youth worldwide and at the same time, it helps to pave the way to job creations and meeting the Sustainable Development Goals. So yeah, entrepreneurship is the way forward for the world to be sustainable.

MSM: What will be your advice to others especially the youth about the effects of comfort zones and on the importance of entrepreneurship?

The youth should get out of that comfort zone because it will always let them do things that are easy and safe. By not taking risks, they will never discover their true selves and it's almost impossible to grow and learn while stuck in your comfort zone. To be able to embrace and face their dreams and goals in life instead of postponing them, they need to first fall in love with entrepreneurship which will help them increase their standard of living, innovation and also promote research & development.

Akosua Tiana



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

My name is Christiana, but I prefer to be called Tiana. I was born on Sunday so I'm called Akosua too; which birthed the name Akosua Tiana. I am the last born of 4 siblings. I was born and raised in London, however my parents migrated from Ghana, originally from the Ashanti region to be precise Wiamoase in Agona.

I grew up in South West London and attended an all-girls secondary school called Burntwood. After secondary school I went on to study Health and Social care, Travel and Tourism and Citizenship at Richmond upon Thames College. I later went on to embark on my university journey and studied my first degree which was a combined degree in Counselling with Law.

After obtaining my first degree, I decided to delve deeper into the

counselling side of things and studied a postgraduate in Counselling and Psychotherapy. During this time, I had the opportunity to work with young people which influenced me to study further and do my masters in Counselling and Psychotherapy for Children and Adolescents.

Unfortunately, I wasn't able to complete this due to circumstances at home and the passing of my father. Nevertheless, having birthed Talk2Tiana whilst completing my first degree I decided to continue to advocate and build on the charity work, raising awareness of mental health and contributing to the cultural change surrounding this in the society.



What is mental health from your perspective?

In my opinion everyone's mental health is important! Mental health from my perspective is 'one's level of psychological wellbeing. It is the state of one's mind and the absence of emotional wellness, which can lead to mental illness. Mental health doesn't always stay the same. It can change as circumstances change and as one moves through different stages of their life.

Which group of people are vulnerable to this health challenge? How can one know that he or she has a mental health challenge, and can you also share with us some types of mental health challenges if there is?

Firstly, there is no specific group that is vulnerable to this health challenge, anyone can be affected by mental health challenges. To be aware if you are going through a mental health challenge it is important to know yourself very well. The same way if you found an unusual lump somewhere in your body you would go and seek medical advice should be the same way that if you begin to notice a behaviour or emotional change within yourself you should find someone to talk to.

Furthermore, lifestyle factors including work, alcohol, drugs and lack of sleep can all affect your mental health. People react differently and some may be deeply affected by such situations and find it hard to bounce back which may lead to further challenges; this experience is known as PTSD – Post Traumatic Stress Disorder.

Not forgetting that there are also some physical aspects that can affect one's mental health such as a physical injury to the brain or neurological disorders.

There is a vast range of mental health illnesses but the ones people talk more about are depression, anxiety, schizophrenia, bipolar, eating disorders, personality disorders and ADHD to name the few.

As an advocate, what are some of the activities you undertake to dealing with this problem?

We provide a safe space online where people can Talk2tiana, you are able to email me privately or interact with blog posts or any other social media posts freely expressing your emotions or thought. We also raise awareness by running projects across the country focusing on changing the culture. We engage in interviews and give talks and we are looking to expand this across the country. Again, this is a snap shot of some of the things Talk2tiana engages in, however we will be expanding this so do watch out for this and interact with us.

Are there any level of stigmatization attached to mental health personnel's?

The history of stigma in response to mental illness is as old as human society. This stems from, however, is not limited to; lack of education, ignorance, prejudice and negative stereotypes by the media or the public.



People frequently find it uncomfortable talking about their feelings, let alone their mental state. Then there's the idea of 'What will people think about me if I let it be known that I have a mental health issue'? This then becomes a barrier against people seeking help or making a full recovery from their mental health challenge.

In Africa people who experience or have mental health challenges are often viewed or said to be experiencing witchcraft or demon possession. In summary people just don't have kind words to say about this. The result is often or not, being referred to a spiritual healer rather than a professional. This is just an example of some of the mental health stigmas in Africa.

Nonetheless, the culture and misconception surrounding mental health is what The Talk2Tiana foundation is constantly working on trying to change. It's about time we change this stigmatisation and let people know that it is healthy to know, understand and express how you feel. If there is a lot on your mind or you are experiencing any symptoms, you should talk to someone about it.

Talk2Tiana.

What inspired you to venture into this field?

I have always been one that likes to help people. I enjoy helping people find solutions to problems they may be facing. Sometimes we as people have the solution, however we just need to talk out loud; have someone to listen to us, see it from

a different perspective maybe and usually we can then figure it out ourselves.

Talk2Tiana came about during my studies and as I am passionate about helping others I decided to start the Talk2Tiana blog which encouraged people to have a virtual conversation with me. This led to people often sending in any challenges or issues they may be facing in which they needed someone else to talk to about it. From the blog I decided to expand further on social media namely YouTube and Instagram, there I shared my own personal experiences and again encouraged people to talk to someone about challenges they may be facing.

A few years ago when I started coming to Ghana more often, I would notice people who were clearly experiencing mental health issues just walking in the streets neglected with no one paying attention to them, or being ridiculed by the public. This made me feel sad and I realised that I needed to make a change. I realised that there was an issue of denial and people seeing this as just a norm to the point of telling me that 'there is no point in trying to help or make a change, as Ghana is not ready'. I disagreed and today I am continuing to try and make that change.

What have been some of your greatest accomplishments?

- In 2015 I was honoured to receive a nomination for the Women 4 Africa awards under the young achiever's category in the UK.

- I was privileged to speak at the launch of the HRH Nana Animwaah Oforiwaah Tia Charity event in the UK under the theme domestic violence. I spoke on the psychological effects this had on people who had experienced this.
- The maiden event of Talk2Tiana being held in Ghana specifically in my hometown Wiameo which gained support from the Mental Health Authority and the community.
- Volunteering as a mentor to discuss mental health with male prisoners in the UK between 16-18 it really enlightened me on mental health awareness and encouraging those in the Black Asian and Ethnic Minority (BAME) community especially black males to speak out and share their story.
- I participated in dialogues across social media and on Ghanaian radio stations based in UK surrounding the development of young people in the diaspora as well as mental health.

What are some of the principles that guides you when dealing with a mental patient?

- It's important that you can provide a non-judgemental space for the person with no distractions.
- It's also important that you allow the person to talk at their own pace and listen carefully. It's vital that you don't put pressure on them to talk about something they are not ready to discuss or second guess what they are trying to say. Trust needs to be built and they need to build up the courage to do this so one must exercise patience.
- Most importantly we need to know our limits. It's not everything that we may be able to deal with on our own so it's good to be able to sign post individuals if there is an issue beyond us. Some people experiencing mental health challenges may need to seek immediate medical attention.

There are many principles that one should be aware of when dealing with someone who is going through a mental health challenge; however, I always say its best to always keep these words in mind; Empathy, Patience, Openness and Trust.

How can one improve on his or her mental lifestyle?

- Positive affirmations to yourself daily
- Focus on one thing at a time and in the moment
- Eat clean and exercise
- Talk to someone you can be open with and trust
- Take a break! Have time for yourself
- Get sufficient hours of sleep at least 7-8 hours

I always encourage people to be aware of their triggers and for one to seek help as soon as they feel like their mental well-being is deteriorating to intervene sooner rather than later.

What is the rate of mental illness in Ghana and Africa and how can we curb this?

According to the World Health Organisation (WHO) 'It is estimated that of the 21.6 million people living in Ghana, 650,000 are suffering from a severe mental disorder and a further

2,166,000 are suffering from a moderate to mild mental disorder. The treatment gap is 98% of the total population expected to have a mental disorder'. However, I am sure the recorded rate does not even touch the surface of what is happening out there.

Educating the masses about mental health and recognising mental health is an important step in trying to curb this. Having family and friends supporting the individual when they notice a negative behavioural change and then addressing it as soon as possible. If we can initiate a cultural change and awareness surrounding mental health and make it a subject that can be openly talked about and acknowledged, then we are definitely stepping in the right direction to curb this.

There has been an increase in entrepreneurship across the continent and the globe from small scale enterprises to large corporations. What are your thoughts on it? Do you think it's the best way to solve some of Africa's challenges and improve the lives of people?

Most certainly! In addition to being a mental health advocate I am also an entrepreneur and I am in the process of launching a business company called Jiffy deliveries. I will need some employees so I will be helping the employment issue in Ghana. I believe that the more entrepreneurs there are the more employment opportunities it will bring across the continent especially to the youth of today. I believe if you can develop a business idea that fits a gap in the market, work on it and make it happen!

What will be your advice to others especially the youth about the effects of comfort zones and on the importance of entrepreneurship?

My advice would be to step out your comfort zone and go for it. Entrepreneurship is all about taking that risk! I'm the biggest risk taker I know! Otherwise I would not be in Ghana during a time like this. With life no one knows tomorrow, and no one knows what may become of you with that one decision you decided to take. I believe if you see a new day it means you haven't completed your mission on earth, so use the opportunity to find yourself and your purpose. It is important to do your research on the area you want to start your business. Be real to yourself and listen to the advice of those that may have done it or are currently doing it. Most importantly take care of your mental health during this journey; great things can come out from stepping out your comfort zone but also have measures in place in case everything does not go the way you expected it to. Even the ones who feel they are the strongest psychologically have setbacks. Remember no one is immune to mental health issues.

Nana Yaa O poku Addo





My name is Nana Yaa Opoku – Addo, Chief Executive Officer of Domain Builders Ghana. I was born on 3rd April 1997 in Accra and the third child out of four siblings. My Primary and Junior High education were at Rect Academy and my Secondary education at St Mary's High School. I hold a first degree in Human Resource Management from Pentecost University, and currently undertaking a second degree in Law at Mount Crest University. I believe these 2 degrees complement each other as it deals with the interaction of personnel and also knowing the Law of the country in terms of the fundamental human rights. This will enable me better interrelate with everyone I encounter professionally.

My core values and major influence in career development and decision making has been rooted in me since childhood by my parents. Growing up, my parent were very keen on my education and instilling in me good morals and discipline. For example, my parents insisted that every given opportunity even during Christmas vacation were spent studying. My father in particular will set over 200 mathematics problems to solve on a daily

basis. They also made sure I woke up very early to undertake house chores every day before leaving to school. At the time, I thought these were punishment but actually turned out to be very good training, all part of the grooming for a better professional career. It instilled some fundamental core values in me I adhere to now.

Although my educational background has nothing to do with construction, my interest in the industry was ignited out of curiosity when I was 15 years. My parents were undertaking a building project and would take me along each time they went to see the architect or site visits, for project updates and development respectively. During these visits, I noticed instantly the lack / very little female input across each stage of the construction process. Being someone who loves a challenge, I decided to change the narrative of the lack of females in construction and get involved by educating myself through reading and asking questions. Being in a male dominated sector especially in Africa, I had so much enthusiasm to learn more about why women were not breaking such stereotype. My main findings for the lack of female in construction is the manpower required to undertake task and the immense stress, Majority of women cannot cope with the stress particularly if they have a young



family i.e. toddlers and young children.

For those that don't know, building and construction is the process of converting land for commercial, residential or industrial use. Real Estate on the other hand, is about creating value for land or spaces. In order to succeed in this field, you must be;

- Willing to learn and be abreast with skills and methods that makes the job easier and increase productivity
- Building good rapport with people is essential as the construction industry is all about team work
- Foster good communication within the team
- Ability to effectively and efficiently coordinate the team, equipment, supplies, etc.

The following are some favorite personal beliefs that help me keep focus constantly;

1. "Always be An Optimist" - It's important to always set positive expectations for yourself and also others. Rather than criticizing the present, I focus on the future with enthusiasm.
2. Also, "Respect for all" regardless of age, gender or race there

should be equal courtesy and politeness.

3. Listen to people's ideas and encourage them to express their opinions.

4. Last but not the least "Putting God at the center of it all". My relationship with God is my topmost priority despite the demands and distractions of life. I lean on Him in everything else and for his abundant love, peace and joy.

Everyone have regrets about some decisions taken in the past and I do too. But personally I don't have regrets for my past decisions or actions because everything happens for a Godly reason. The repercussions of every bad decision I have taken is an experience which has shaped my life into making me a better version of myself.

One such bad decision was recruiting a technical director that didn't have any formal education. He was recommended by a family friend but lacked all the necessary skills to be very effective at his position. He finally left without any formal noticed just when a large contract has been won, putting the project in jeopardy.

My greatest accomplishment has been discovering my pas-



sion at a very young age and being able to nurture it into what it is now. There is more to learn and bigger accomplishment to come. One major accomplishment was the completion of the interior furnishing of Goshen International Worship Center and several private homes.

Advice to interested Women;

Every woman that is interested in the construction industry needs to find where her passion lies, that's the first step to accomplishing her goals. Gender should not be a blockade to aspiring greater heights, a contemporary woman does not merely give up and succumb to despair. There are a variety of sub sectors in the construction industry that may be of interest and not require a lot of manpower, you don't have to start out straight into the building process. You can venture into the provision of services such as interior designing for the finishing of residential projects or even rentals of tools and equipment, or the sale of building materials. You can start from anywhere, just be enthusiastic to learn and understand the industry then scale your way up.

At Domain Builders Ghana, we are never satisfied with "good enough". We welcome challenges with enthusiasm and go above and beyond the call of duty because it's who we are. Every worker at Domain Builders is considered as part of a big family where we combine our individual strengths to deliver exceptional results. We are supportive of each other, loyal and honest.

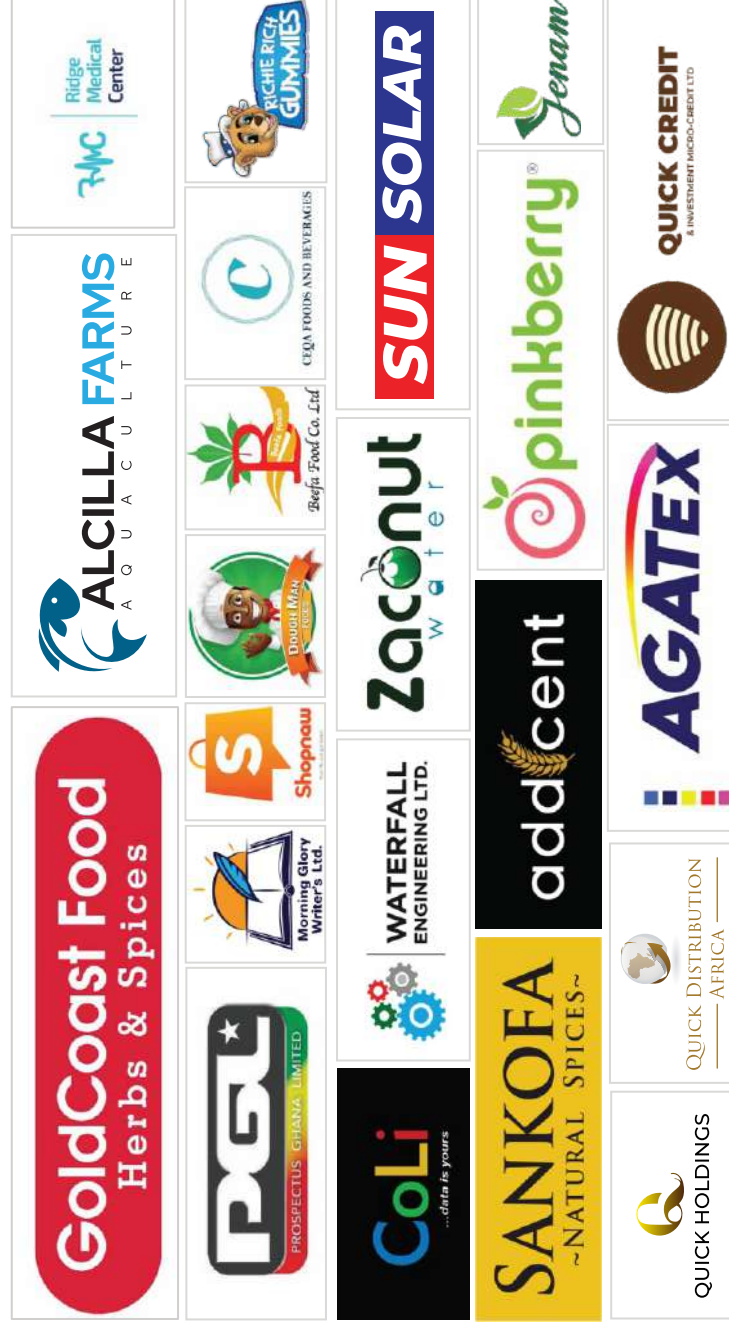
We also consider the task set from the client's perspective. We treat every client as a partner and together find appropriate solutions for their project. We try as much as possible to

inspire customers with our unique services.

Entrepreneurship in Africa has progressed immensely the past few years, especially with young promising talents who are changing the narrative i.e. Asia Saeed, Scilla Owusu and others. Just like how the American economy was built on private business and entrepreneurs like Amazon, Microsoft, Tesla, Apple, etc. These companies started by trying to solve problems which led to them being innovative hence growing into multi-billion dollar companies. The role of entrepreneurship in the African economy development through job creation has turned out to be a priority for numerous nations against the provision of foreign aid. Most developed countries in recent times fight poverty with employment creation to help improve its economic growth. Especially with Africa experiencing a vibrant youth bulge, we as Africans need to take advantage of this opportunity and harness its young potential which can boost economic growth by introducing innovative technologies, products, and services.

I think it's important to step out of your comfort zone once you decide to be an entrepreneur because it's mostly about non conformity and willingness to go out there to do what very few people will do. It's a high risk, high reward field which can be very tough and challenging but can be used as a launch pad to achieve personal growth and development and become a better person for yourself, your family and community. Comfort zones are designed to keep you where you are; so if you want to achieve more then you should be willing to go out there, innovate and break boundaries.

PARTNERS SO FAR



#12 Ring Road Central, Accra
P. O. Box MP 3427, Mamprobi, Accra
Postcode: GA-072-7991

Tel: +233 (0) 30 226 7381 226 7382
Cel: +233 (0) 50 057594
E: info@quickangelsghana.com
www.quickangelsghana.com



Are you a **START UP, ENTREPRENEUR** or
BUSINESS OWNER
in need of **EQUITY FUNDING** ?

**WE ARE ANGEL INVESTORS, WE INVEST
IN RETURN FOR EQUITY**

- ✓ **STARTUP EQUITY FINANCING**
- ✓ **EARLY STAGE EQUITY FINANCING**
- ✓ **BUSINESS GROWTH EQUITY FINANCING**
- ✓ **SME EQUITY FINANCING**
- ✓ **BUYING AND SELLING OF BUSINESSES**

Quick angels
... your ideal angel investors

David Nii Adjaye

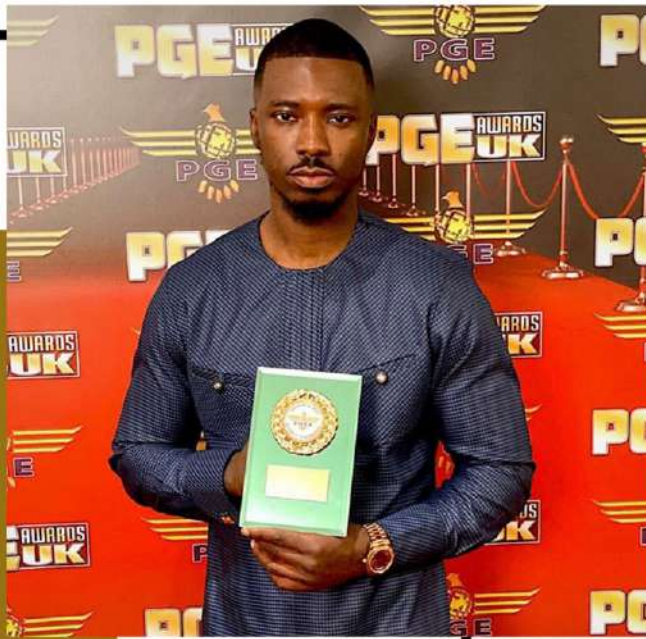


Can you tell us a bit about yourself, family, educational background?

I was born in Ghana, Mamprobi hospital on 30th March 1989. I am the third child of four, two sisters and one brother. My father is an accountant and my mother is a nurse. I had my primary school education in the Gambia and did the rest of my education in the UK. I achieved 11 GSCE'S and studied, health and social care and Law and business in sixth form and college. I also served as part of the Air Training Corps for four years where I achieved a gliding scholarship, rifle training and completed the Duke of Edinburgh.

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

My grandma used to sell stock at Adabraka market and because she was very fond of me, she would always take me along with her. Everyone at the market knew me as the trouble maker because I would go around disturbing the old market women



and chase their children around. At a very tender age my dad decided to venture to the Gambia to start a new life there. It was tough, as my parents had to settle into a new environment. My father found a job in an accounting firm and my mother established as a kenkey seller, which involved me and my siblings helping. We would wake up at 4 am to help and my mum would often have to come to my school to sell them which was very embarrassing at the time. This was the beginning of my character building as I had to be bold, strong and not care what anyone was saying or thought about me and my family. Eventually my dad had a breakthrough in his career and my family were able to live a great life in the Gambia. My family then relocated to the UK in 2002, when I was 12 years old. Again, this was very devastating for me as I had made such great friends and was living, some would say, very lavishly. I remember going to the park to play and other children began mocking my accent which made me annoyed as a young boy. As I eventually started school in the UK, I began to stick up for myself when people would mock me and that caused me to actually gain more friends as people liked my confidence, however this began a downwards spiral. With these new friends I began being late to lessons, even bunking school and overall not fulfilling my potential. As a young man, due to the distractions I had around me I didn't have a set goal on a career I wanted to do, I was just living life day to day without a purpose. I was more consumed with the mindset of having to hustle rather than having a vision. As I grew later into my teenage years a lot of young people looked up to me and followed me, so I always knew I had the character to lead a generation.

Can you share your story with us? From where you started in your career and how you finally ventured into this sector?

When I left education, I worked at several retail companies, but I did not see myself working there long term, I was just there to earn money. Eventually in 2013, I realized that a lot of young people were venturing on the same wayward path as I was in school and college and I know they needed guidance. I decided to use my own initiative to begin several youth mentoring projects, helping over 1000 youths find their ambition and purpose in life. Based on what I was doing here in the UK and remembering my parents always speaking about the struggle the youths faced in Ghana, I decided to take my initiative there with the same template to help my brothers and sisters. I decided to take my first trip back to Ghana in December 2018 after leaving when I was 2, it was such a surreal experience, not having any friends or alliances there. However, I didn't let those obstacles to stop me and it became an

eye-opening trip of the suffering youths were facing. This ignited my fire and passion even more to help the up and coming leading generation of Ghana. I used this trip to speak on many radio stations and youth establishments about the code 57 initiative. Although on this trip I experienced many setbacks regarding people not taking the initiative seriously, it made me even more determined to take code 57 to the next level. Today, Code 57 is a movement that creates opportunities and platforms for the youth in Ghana. From July 2019, we have funded a lot of entrepreneurs and given out scholarships for those in education. We have also connected many youths to role models and mentors in their chosen career fields

What will you say motivates you?

What motivates me is to see young people who have nothing still determined to use the little that they have to succeed. This gives me even more determination to work on myself and improving my skills so that I can help these young people fulfil their dreams and potential.

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

My greatest fear is that my boldness has no limits. I am not afraid to speak out and say the truth, however for the youths of Ghana I have turned it into a positive. I use my boldness to speak out on things that people are too afraid to speak out on and address the lack of help from the government. One of the pitfalls I have faced is that the more I have given out, the more demand I have received which is great, however of course greater funding is needed. Although I have received help from friends and family, it got to a point where I had to sell my personal items in order to raise enough capital to give and invest in the youths of Ghana.

What are some of your greatest regrets? If given the chance, how would you do things differently?

One of my greatest regrets is not having the right guidance to start the Code 57 movement sooner. If I would do things differently, at an earlier age I would have sought out great mentorship. If I could go back, I would have also convinced my dad to empty his bank account to give it all to me so I could help the youths of Ghana (laughs).

What have been some of your greatest accomplishments? I am very proud to have been a part of the Air Training Corps as I mentioned earlier. I am also proud of having established the youth movement in London and then to other cities in England. I would also have to mention, pulling off the Code 57 March that happened in July 2019 in Ghana where youths in their hundreds marched from The Independence Square to Accra Mall to unite the youths together, network and create awareness.

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

My favorite philosophy is people over principle, to value and know the importance of the youth of Ghana over any monetary gaining principal. Many government policies in place benefit the people at the top and not the general population. I want to always operate by putting people first because they are the heart of the country and the youths are the future leaders of Ghana tomorrow.

Can you mention three books you have read and how they changed your life?

The Bible – The bible of course has changed my life because it has shown me how to demonstrate love. It also has the best go-getters and fearless role models. Hustle Hard and Hustle Smarter by 50 Cent (Curtis Jackson) – Taught me how to channel my energy in a positive way
Team of Rivals by Abraham Lincoln – Taught me to know how to deal with any rivals I may face in this journey

What do you do for leisure and socialization?

I like to eat good food, so I enjoy going to different restaurant, however I must admit, here in London I always end up at the Ghanaian restaurant. I have a number of professional footballer friends who I enjoy hanging out with and discussing football.

There has been an increase in entrepreneurship across the continent and the globe from small scale enterprises to large corporations. What are your thoughts on it? Do you think it's the best way to solve some of Africa's challenges and improve the lives of people?

I think an increase in entrepreneurship is great as it leads to the establishment of businesses which in turn provides employment and this is a current problem in Ghana. Of course, it also means that people are believing in themselves and taking risks which is a great characteristic for people to have. Hopefully this encourages people to take a stand to the current ways of the government which will help Africa and improve the lives of people.

What will be your advice to others especially the youth about the effects of comfort zones and on the importance of entrepreneurship?

I would advice the youth to interface with their fear and take the leap of faith to start whatever business they want to begin. I would also say, let your passion drive you the whole way and not money. Code 57 is the voice of the youth in Ghana today and we will continue to provide platforms and opportunities for the youths of Ghana to step out of their comfort zone and turn their dreams and passions into a reality.

Wisdom Mawuli Parku



I am Wisdom Mawuli Parku, 26 years of age and a graduate in BSc. Agribusiness Management from the Kwame Nkrumah University of Science and Technology, Kumasi-Ghana. I am the Chief Executive Officer of Majora Group, a privately registered company incorporated in July 2017 with subsidiaries in Travels, Education, Consultancy, Digital Media, Marketing and Photography. I am also the Executive Director of Vision Aid Foundation, a non-governmental organization that provides clean, safe to drink water to deprived communities through the construction of boreholes in Ghana.

Majora Group commenced in Obuasi just after I completed my National Service Program at age twenty-two (22). I started the company due to an unfavourable experience I encountered while a student in the university. I lost over Ghc3,000.00 when I had wanted to travel to the United States of America in 2014 and consulted a travel and tour company on campus. My visa was sadly turned down but it spurred me to conduct a detailed research in the travelling and ticketing industry, hence the birth of Majora Group. I started the company from my personal savings just after completing National Service.



A little over Ten Thousand Ghana Cedis (Ghc10,000) was initially invested in the business as the start-up capital. Majora Group has been in active business for three (3) years providing services such as Education Abroad Consultancy, Airline Reservation, Ticketing, Hotel Reservation, Corporate Travels and Tour Packages as part of our travel services. The company also offers Digital Media, Marketing and Photography services to its customers. The company has two corporate branches in Obuasi and Accra, in the Ashanti and Greater Accra regions of Ghana respectively. I have always loved to do business at a very young age. At age 10 when I was in class five (5), I traded in nice and attractive pens to my mates and some seniors which landed me into trouble with the school authorities since I was going contrary to the school rules and regulations.

I have encountered numerous challenges in my entrepreneurial pursuit. Firstly, conflicts and discouragement from parents and friends to pursue higher education over my entrepreneurship dreams. Again, on September 2017, when I had newly established my travel and tour business, my desire to achieve success was paramount that I easily trusted business offers brought before me. The worse of it was when I lost a huge sum of Twelve Thousand Ghana Cedis (Ghc12,000.00) to a fake Ghanaian recruitment agent in Dubai after contractual terms were agreed. This major setback led my business into huge debt which nearly collapsed after few months of commencement. Lastly, the Obuasi office caught fire in June 2018 which made me change the entire wiring system of the office building, hence incurring huge financial loss.

I draw my motivation from Robert Kiyosaki, the author of the famous Rich Dad, Poor Dad and Tony O. Elumelu of Nigeria but my greatest inspiration happens to be my mother. My mum who only completed middle school, who was once a sweeper and a messenger, and has been able to go through the ranks and is currently the Principal Revenue Superintendent at a municipal assembly.

Majora Travels has had an outstanding performance with regards to the sale of over 1000 trips and serviced more than 800 clients over the past three (3) years. The company has secured five (5) academic accreditation from top foreign universities in Europe and Canada as their official academic recruitment partners in Ghana. Currently, the company has nine (9) full-time employees.

I have led my NGO construct two (2) mechanized boreholes for two (2) deprived communities in Ashanti Region of Ghana that lacked access to portable water. I have also been very hardworking and dedicated towards the growth of Majora Group over the past three years in operation. The growth can be attributed to the newly acquired office in the



MAJORA TRAVELS & EDUCATIONAL CONSULT

E-mail: majoratravels.edu@gmail.com
 CALL US: 024 245 7801 / 0322 542 408
 LOCATION: Horsey Park Store (ADJACENT SOCCERBET)
 POSTAL ADDRESS: P. O. Box 305, OBUASI

SERVICES

- VISA ADVISORY
- HOTEL RESERVATION
- FLIGHT ITINERARY
- TICKETING
- TRAVEL INSURANCE
- WORK ABROAD
- EDUCATION ABROAD
- GENERAL TRAVEL (LOCAL & INTERNATIONAL)

- ★ INTERNET CAFE
- ★ PHOTOCOPY / PRINTING
- ★ GRAPHIC DESIGN
- ★ PASSPORT PICTURE
- ★ ONLINE APPLICATION
- ★ TYPESETTING
- ★ LAMINATION
- ★ BUSINESS CONSULTATION





Majora Travel & Educational Consult

P. O. Box 131, Mallam, Accra

- General Travel Consultancy
- Airline Ticketing & Reservation
- Travel Itinerary
- Hotel Reservation
- Study Abroad














Locate Us At: Tudu-Accra, (Aflao Station, Close to Stanbic Bank)

Contact Us On: 0240223195 / 0275445943 / 0203343274 / 0242457801

Email: majoratravels@gmail.com

Greater Accra Region in January 2019 and a renovation of the Obuasi office to meet the set standards of the Ghana Tourism Authority.

There are diverse qualities that have shaped me as a leader to achieve greater heights and to make exploits in my field of operation. The three most influential of these qualities are;

- Visionary,
- Action-oriented and
- My strong tenacious ability not to easily give up as a young entrepreneur even in challenging times.

I was recently enlisted in the coveted Forbes Africa 30 under 30, class of 2020. I enjoy reading during my leisure and books that changed my life are Robert Kiyosaki's "Rich Dad, Poor Dad", the "The Cash Flow Quadrant" and "You can choose to be Rich". Being in the Travel Industry, I also enjoy travelling to unknown lands outside Ghana.

As an entrepreneur being exposed to the high unemployment rate in Ghana, it is my dream to expand my company to become a global conglomerate in Africa so I can create employment for many youth in my country within the company's capacity. I believe the youth holds the future to sustainable development and I therefore seek to contribute to it through entrepreneurship and job creation.

My advice to young entrepreneurs is to be tenacious and resilient in pursuing their dreams despite the challenges that comes their way as the road to success is not a straight line. There are times that they would feel like giving up but you just have to be strong and work on achieving your dreams. They also have to discipline and have the spirit of self-control (the ability to delay gratification after making success). Think more about expanding their business because that is when you can create greater impact.

Amma Boateng



Destra Energy Group is a budding and fully indigenous Ghanaian company providing ancillary services to key players in the oil and gas industry and also delivers power solutions through the application of renewable energy technology. Destra though a young enterprise has within the short period of being launched into the Ghanaian oil and gas industry made its mark in terms of quality service delivery. Geographically located in Accra, yet, Destra Energy Group can be found on the global oil and gas map. This is especially so as the company joined over 2,300 exhibitors at the 2019 Offshore Technology Conference (OTC) in Houston at its booth, 8031.

Destra is founded by a 29-year old enterprising Ghanaian woman, Amma Boateng with an ambitious plan to become a vessel owner in the next five years to support her core business as an offshore support service company, expand into other Afri-

can countries and in the long term and work towards becoming an operator. She represents the growing wave of vibrant African professional women deploying their expertise in the development and transformation of the African continent.

Amma, as she is fondly called, founded Destra Energy Group with her partner about three years ago, and since then the company has worked with reputable and trusted international and local brands such as Maersk Drilling, Technip FMC, ION Geophysical, Geoex Limited, SVS Offshore, Petra Energy, Colebrook Offshore, Rederij Groen, DH Energy, Energem, amongst others.

She holds a Bachelor's degree in Petroleum Engineering from KNUST in Ghana and a triple Master's degree in Strategic Project Management from Scotland, Italy and Sweden. Prior to setting up Destra Energy Group, she worked with Shell, Hydrocol Ltd – an offshore support service company as a Project Manager.

Women in a male-dominated industry

As one of the few women that finds herself in a male-dominated industry, Amma doesn't think gender should really matter, rather, the focus should be on the value one brings on board. "It is interesting to work in a male-dominated industry. It does have its own challenges but at the end of the day, it all comes down to your value addition. So, as far as you are able to demonstrate the value you bring on board as a person in whatever industry you find yourself, people will work with you and doors will open for you."

For the female executive, people, especially women should be encouraged to pursue their dreams in whatever field they want, warning that it should be done without sentiment. "We should create awareness of all the opportunities that exist in the industry but never force people to do what they don't have any interest in, simply to increase the female to male ratio.

"I am a feminist but a responsible one as such and so I see nothing wrong with preference. If women prefer to be on a particular side of the industry and not in the other, I believe that is not a problem. We should, however, educate them to generate more interest in the opportunities that they may not be exploring."

Admitting that there is the need to attract more women into the oil and gas industry, the social entrepreneur insisted that women should not be pushed into fields or profession they are not prepared for or lack the interest and competence. She said, "I know excellent Well Engineers who happen to be women that work with international oil and gas companies. They have worked in very harsh conditions on the FPSOs, demonstrated their value and have been promoted several times. And I am proud to know them. For me seeing these women succeed in the industry is very inspiring."

Speaking on the Destra Energy Group's female-male employment ratio, Amma disclosed that her company has about 80 per cent onshore female workforce and 100 per cent offshore male workforce. Stating that her company considers itself as an equal opportunity employer said, "Our male and female ratio is purely

coincidence. It just happens that more females apply for administrative and managerial roles and almost 100 per cent of applicants for technical roles are male."

According to Amma, the focus should not just be on having women employed but that more efforts should be geared towards creating awareness for available opportunities in the industry to pave for interest, the development of the right skills set and competencies. "I think more women should be made to be aware of all the opportunities in the industry to allow those that are interested in building a career in the industry to acquire the technical skills and deep appreciation of QHSE standards and procedures, to participate. I do not think there should be a deliberate effort to employ more women or anyone else, if the competence, interest and safety consciousness is lacking."

Mentorship

Nigeria Oil & Gas Amp Ads

As a social entrepreneur who is committed to impacting her generation and generations to come, Amma has accepted an offer from Plug-in Ghana to be a mentor for six months. She said, "I have been assigned a mentee to build a personal and professional relationship with and I am very excited about that. She is a Well Engineer with a desire to achieve great heights in her career. I am ready to hear about her goals and help her get closer to achieving them. I strongly believe in individualism, as each person has unique abilities. I, therefore, intend to get to know her and customize my mentorship approach for the best outcome. I hope this mentorship goes well and look forward to doing more of that".

Amma has also founded an NGO called 'FreeLunch Ghana' – a reading club for children that has been running for more than three years now. FreeLunch Ghana partners with libraries in underprivileged and remote areas where it provides complimentary lunch to the kids in exchange for a one-hour reading session. The programme is for both male and female children. "I love to read and I want to inculcate the habit of reading in as many children in Ghana as possible. Thankfully, we have seen great improvement with the kids which is very encouraging, the social entrepreneur said."

Destra Energy Group's CSR

Destra Energy Group is working on a CSR initiative that the company hopes to implement next year. The company intends to focus its CSR initiative on women empowerment.

"We realize that our work can affect the livelihood of fisherfolk in the areas we operate and therefore we are thinking along the lines of ways to support the wives and children of the fisherfolks to get different sources of income to supplement their livelihood."

Local Content

Destra Energy Group understands the full benefits of the local content law and has been positioned to take advantage of these benefits. The company has implemented best-in-kind standards and procedures and pursues the right partnerships and opportunities to allow them to be at par with their international counterparts. The top Executive Officer noted that their company's vision is to grow beyond being a service provider.

Speaking further, on the local content implementation, Amma identified "fronting" as one of the major challenges, local content implementation is faced with in Ghana. Expressing concern over the situation where indigenous companies existing as representatives of foreign companies, Amma said it was high time Ghanaian companies unite and appreciate the fact that "we need to learn, we need real participation in joint ventures to facilitate knowledge and technology transfer. We must insist on this so that any foreign company that approaches a local company for partnership will fully comply with the law."

"Fortunately for Destra Energy Group, we have had partners that have worked in Africa previously and have already overcome some of these challenges and so they have a good appreciation of what the law requires and this makes it easier for us to work with them. But it has not been always the case. We have had potential partners that have proposed fronting, which does not create any real value for local companies."

"In all, it has not been too bad. I believe we are better off as a country now than when we started in 2007. I believe if we comply with the regulations as it stands now, we will reap the advantages designed for local companies."

"The regulator is aware of a lot of our frustrations and I have seen deliberate attempts to rectify some of these issues. Generally, there seems to be an improvement," she observed.

Speaking further, Amma advocated for stronger collaboration and partnerships among the indigenous companies to take full advantage of the country's local content law. According to her, indigenous companies should jettison the idea of standing in silos and pull their resources together to effectively take advantage of the various opportunities in the industry. She said, "I think we should collaborate more. It is something that we as local companies have not really looked into. We have different strengths and may have limited resources but if we can collaborate and pull resources together, we can achieve more than we are capable of individually. Destra Energy Group has collaborated with a few like-minded companies with the same goal and it has been fantastic. "I think this is what real local content is about," she enthused.

Written by Peace Obi and Gilbert BorketeyBoyefio

Lucy Quist



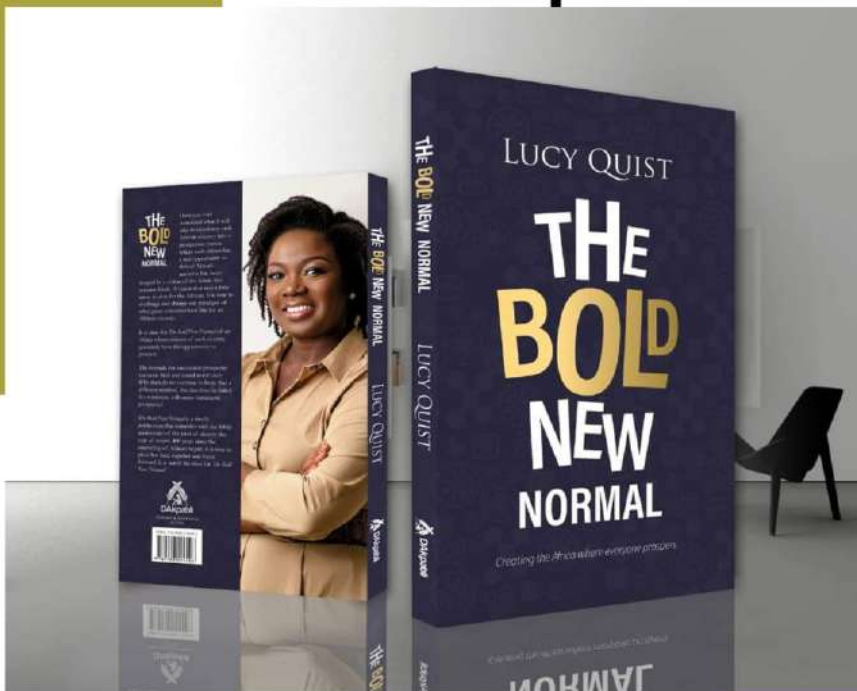
written by Brenda

Today's woman crush #womeninspire is none other than Ghanaian-British business and technology executive, Lucy Quist. My first encounter with Lucy Quist was in January, 2017 when 3FM invited her over on its morning show, Sunrise, to talk about technology, transformation and leadership.

At the time, she was the CEO of erstwhile Airtel Ghana and the first Ghanaian woman CEO in a male dominated telecommunications industry. After the show, my senior colleague Solace and I probed further to discuss her rise to national prominence and matters arising, like how she juggles being a mother, a wife and a CEO.

Lucy Quist was so pleasant. I admired her strength and versatility. From her humble background in engineering, she had transformed the telecoms industry. With her passion for excellence and integrity, she had showed great leadership for women, making us know that leadership is not only the preserve of men.





What struck me most during the interview was her soft spoken nature and how open she was about her personal struggles. With her status up the success ladder, she was still very much in touch with the people and stated that her family had been very supportive in her career.

Lucy Quist is an advocate for greater youth participation in Science, Technology, Engineering and Mathematics (STEM) to advance development in Africa. She is also the Co-founder of the Executive Women Network, a non-profit organization of women in senior management and executive positions in private organizations and women entrepreneurs of well established businesses in Ghana. In 2016 she was featured on the BBC's Power Women series as one of the top business women driving transformational change in Africa.

As the author of the book, 'The Bold New Normal', she advocates for Africans to take bold actions towards African prosperity. Her book is a labour of love.

Lucy Quist is a beacon of hope for Africa. She served as the Vice President of FIFA's Normalization Committee in Ghana. She is a multiple award recipient for women in corporate leadership and among the most influential women in Ghana. I could go on and on about many remarkable feats she has achieved even in male dominated industries.

Today I celebrate you, Lucy! A wife, a mother, and a career woman! You've raised the bar for women by letting us know we can be ambitious! Thank you for being a trailblazer for women and teaching us that we can be all we want to be! Thank you for empowering young women to use their voice for positive transformation! Thank you! Thank you for being a woman who inspires!

Juliet Bawuah



written by Brenda



Today's woman crush #womeninspire is none other than Ghanaian sports journalist Juliet Bawuah. Unlike the many women celebrated on #womeninspire, I have never met Juliet personally. I had heard a lot about her during my National Service days at TV3 and I followed her on social networking site, Instagram. What intrigued me most about Juliet was her passion for a field mostly dominated by men. Not only had she excelled in the field but she had risen through the ranks from working with top media houses in the country like Citi FM, ETV, Metro TV and TV3 to working with the big names like Africa news, CAF Online, global football website Goal.com and the BBC. Juliet became particularly known for her interview with FIFA President Gianni Infantino, on the sidelines of the FIFA Summit held in Mauritania in 2018. She also interviewed former World Player of the Year and current Liberia President, George Weah in 2016.

In 2019, Juliet founded the Africa Women's Sports Summit, a conference that brings together leading female names and aspiring ones in sports in Africa. She has also served on various panels of voting experts, including the voting panel for the BBC African Footballer of the Year, one of the most respected schemes on the continent. Juliet continues to make giant strides in the sports space.

Besides her impressive career portfolio interviewing some of sports' biggest names, Juliet is also a humanitarian. In 2014, she was one of the Ghanaians to pledge commitment to UNAIDS' 'Protect the Goal' campaign, an initiative between UNAIDS and FIFA to advocate for the prevention of HIV infection through sports.

For someone who wanted to pursue nursing and ended up pursuing a career in sports, she sure makes an enviable household name in Ghana.



Today I celebrate you, Juliet! Thank you for taking the risks to achieve your dream and showing us that hardwork really pays! Thank you for being a trailblazer for women even in a male dominated field! Thank you for using your voice to bring positive transformation! Thank you for keeping the grind and working tirelessly to ensure that women don't leave this world unnoticed! Thank you! Thank you for being a woman who inspires!

Dzigbordi Dosoo



written by Brenda

Today's woman crush #womeninspire is none other than Ghanaian public speaker, consultant and award-winning entrepreneur, Dzigbordi Kwaku-Dosoo.

The Dzigbordi Dosoo brand is one of the personal brands we admire. Though we are yet to meet her personally, we have been following her keenly on social media, particularly Instagram and there's never a day we wouldn't learn a thing or two from her. She is #womeninspire personified.

In times past, we've known her as the CEO of Allure Beauty Palace and Allure Spa in the city now Allure Africa. She started Allure as far back as 1998 when the concept of spa was non-existent and unwelcoming in the Ghanaian society. Today, she has added so much to her portfolio.



Having garnered experience in Financial Services, International Trade Development, Business Consulting and the Wellness and Lifestyle industry, she has helped many organizations and individuals to transform their image and impact to positive growth.

As a certified high performance coach, she has groomed several entrepreneurs, executives and organizations in Humanness, Entrepreneurship, Leadership and Power – H.E.L.P. She is also the Founder & CEO of Dzigbordi Consulting Group, a personal and professional development brand.

Dzigbordi is also known for her speaking engagements. As a global speaker, she is well known for delivering empowering solutions to drive home the point of excellence.

She is an award-winning entrepreneur and was adjudged the Marketing Woman of the Year by the Chartered Institute of Marketing, Ghana in 2009.



I recently came across her ENTREPRENEURSHIP UNPLUGGED videos and I have been informed and empowered in so many ways. She represents women so well with her vast knowledge and expertise. Certainly a woman to look out for if you want to be of influence and make impact.

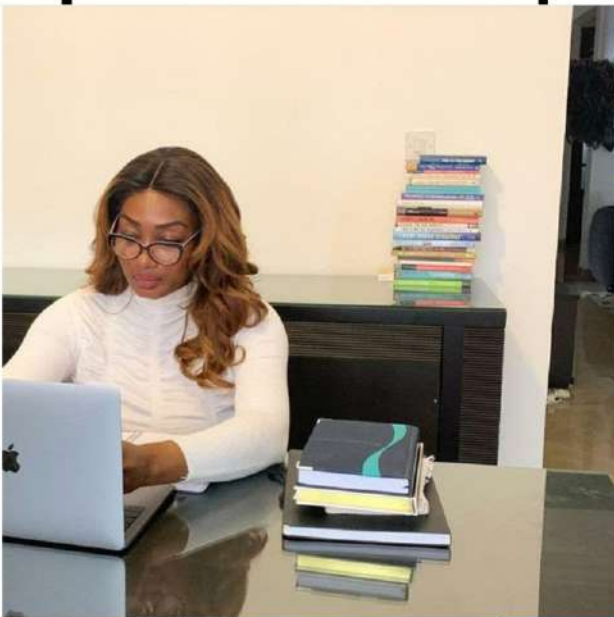
Dzigbordi is also the author of the book, '24 Truths to Package Yourself on the Market' which reveals practical tips on how to develop business knowledge and master your influence.

Today we celebrate you, Dzigbordi! Thank you for sharing your knowledge with the world! Thank you for defying the odds to lead even when all the odds were against you! Thank you for sharing your personal struggles in the entrepreneurship journey! Thank you for encouraging young people to nurture their influence, income and impact! Thank you! Thank you for being a woman who inspires

Gwen Gyimah Addo



written by Brenda



Today's woman crush #womeninspire is none other than business strategist and founder of the Hair Senta brand, Gwen Gyimah Addo.

Gwen and I have never met before. As I always do while scouting for my next #womeninspire, I check how connected my subjects are to their audience, and Gwen's brand is one I have admired over the years.

The Hair Senta was founded by Gwen in 2012 to meet the growing hair needs of women. It was borne out of social media with mainly organic followers who became active customers.

Over the years, Gwen has taken her business a step further from providing luxury hair extensions to offering business coaching for existing corporates, struggling businesses and start-ups. Her 'Strategize With Gwen' brand offers online coaching and face-to-face sessions to help small business owners transform their business. She is also the Founder of Correct Hair, the wholesale arm of the Hair Senta business. Having followed Gwen on social media, what I have come to love is that not only does she provide products or services to people – which is quite standard for her business – but she is also directly involved in their lives, helping them to grow their personal brands and businesses.

Besides that, Gwen has added to her belt the Hair Senta International Beauty Show (HIBS Africa), an annual inter-cultural beauty show and exhibition that projects local brands in the hair and beauty industry across Africa to the world. Wow! Never thought a hair business could have so many branches!

For someone whose business was built on the back of social networking site, particularly Instagram, she sure is one to admire. She has shown us the power of leveraging on the resources available to you to your advantage.

I love her passion, resilience, strength, zeal and her unparalleled drive to excel. She is one of the few brands who have utilized the Covid-19 period to reinvent new ways of making their business productive. Did you know she started selling hair right from the trunk of her car? Did you also know she has a background in banking but resigned to pursue her passion? Wow! All this in one woman!

Today, we celebrate you, Gwen! Thank you for forgetting all the reasons why it won't work and believing in the one reason why it will! Thank you for pursuing your passion even when you didn't have to! Thank you for being a trailblazer for women by reinventing the wheel! Thank you for keeping the grind and working tirelessly to ensure that women don't leave this world unnoticed! Thank you! Thank you for being a woman who inspires!





Izeanyika Anthony Chibuzor



A calligrapher artist known for his artistic works if drawing currency notes. Acknowledged by BBC Uk, which is one of his best accomplishment after he drew the currency note of the countries in the world .

“ As an artist and as entrepreneur my greatest fear from the beginning was failure but as soon as I mastered my craft the fear disappeared. Anything big start little so setbacks is not really setbacks is just that people are still trying to build trust with you”





Secure • Fast • Reliable

**on-time
delivery
anywhere,
anytime.**

OUR SERVICES;

Restaurants
Groceries
Retail/Luxury
Ecommerce
Professional Services



Place order



Order Processed



Real-time Tracking



Recieve Package

Contact us :

020 28 555 92

050 99 899 93

059 25 003 93



www.starckex.com



Starckex



Apokalupsis



FOR MORE INFO: +233 23 407 7788



Sunday Online Service

8:30AM - 10:30AM

Connect with us on Facebook

@ Prophet Bernard ElBernard Nelson-Eshun



Cover Story

Cheneyere Gifty Anti



An interview with OHENEYERE GIFTY ANTI...

An in-depth journey in the life of ace broadcast journalist, social entrepreneur, feminist and a mother to her wonderful daughter and a wife to her sweet husband Nana Ansah Kwao IV.

In the quest of finding your journey into journalism, how was your childhood like?

Thank you very much, my journey to journalism was very chequered, it wasn't my ambition to become a journalist. My dream was simply to make my father proud regardless of the profession I choose. As a child I loved reading, and my favorite subject from primary to tertiary was literature.

I use to walk from Tema community 8 to community 1 library just to read a book. Sometimes before I completed my return journey home from the library, I would have finished reading the book. When that happens, I will literally return to the library again to select another book. I love singing too but unfortunately I have a horrible voice, I quite remember how my siblings laughed at me when I sung. I once reported them to my dad and funny enough he also said "don't worry if you can't sing, at least you can talk". I was disappointed with his statement.

Growing up I wanted to be a land economist, because all the successful people in my neighbourhood had this profession. I went to the school of journalism purely by chance. I wanted to undertake Public Relations (PR), because the officers in this profession were making a lot of money and driving all the nice cars at the time. After going through all the tests and interviews my admission letter came through, to my utmost surprise I had been offered journalism. As you can imagine, I was very disappointed. My brother encouraged me not to worry, I could still do journalism and be a Public Relation Officer (PRO).

I did six months internship with GHANA INSTITUTE OF JOURNALISM (GIJ) followed by a second internship with the PR department at the INTERNAL REVENUE now Ghana Revenue Authority (GRA). After one month, the head of PR in GRA told me "Gifty, go and try media house and if it doesn't work out come back". He commended me for my good script writing skills and creativity skills. Upon his recommendation, I went to Ghanaian Times to have another internship and I fell in love with journalism. That's how my journalism journey began.

How did you get here and what do these awards and citations mean to you as a person in your career?

Hard work, determination, sacrifice, taking risk, holding my head high, defying the odds, and holding onto God, owning my mistakes, admitting my failures and always putting myself together to strive to override or overcome the challenges and obstacles that come my way, that's what has brought me this far.







It has not been an easy journey, I had every reason to give up on journalism especially when I completed my master's degree in 2005. But I just told myself, this is what I love to do, no matter what people say, I will stay the course. It hasn't been financially rewarding but very impactful which is amazing. Sometimes I look back and reminisce, this can't be me, is this the same Gifty Anti from Tema who went to community 8 number 1 primary? The only girl in the area that attended a public school. I just can't believe it however, it's been one day at a time.

I always encourage myself to stay focus and even when I get wounded in the process, I don't allow that single event deter me. If it's not killing me, I'll keep pushing. Anytime I get an award or citation it's a challenge to keep pressing on, I have 42 awards to my credit. The challenge always come when people settle, our society has a way of celebrating you and making you feel pompous. To curb this feeling, I always ask myself "what next"? I could have settled when I was in GBC, reading news etc. But you always have to challenge and add value to yourself because there is always something new you could learn to improve.

In your personal life and career, has there been any challenge you've faced and if yes what are some of the lessons you learnt? I've faced so many challenges professionally, personally and as an employer. I've had moment where I've questioned myself - is it worth it, should I continue? On a personal level, I've been betrayed by people whom I have supported, whose actions have made me feel as though my efforts and generosity meant nothing. I'm somebody who was raised on gratitude and to show appreciation for every little thing. My father raised me with the notion that apart from your biological parents who gave birth to you without asking your permission, nobody owes you anything. Therefore, whatever anybody does for you, it pays to show gratitude and appreciation. Thus saying "thank you" and "sorry" has become part of me and will never depart from me. For example when I'm paying my toll and I receive the chit I say "thank you", from my staff to whomever I work with, I say "thank you" even if you fetch me water. Showing gratitude makes the other person feel much appreciated and cherish. Unfortunately, I don't always receive the same level of politeness I so freely giveaway, I guess some people have just not been raised that way.

I get betrayed, when I hear rumours about myself and later identify the source of the rumour as a trusted friend, who I thought knew me better. Sometimes these rumours are actually true but I had confided in this trusted friend who shouldn't publicize it. Sometime though, the rumours are totally false and wonder how it was generated. I take comfort in knowing that I can't always please everybody. Personally, I own up to my mistake, I don't keep up appearances therefore if I fail, I'll tell you that yes I failed! In my book 50 NUGGETS AT 50, I talked about PRETENCE IS HARD. Life is already hard for you to keep pretending to be something you are not. It's so difficult, I don't know







how people keep up. Again in my book 50 NUGGETS AT 50 I talked about THEY WON'T LET ME. When you believe in GOD, trust in Him, He has a way of always reminding you that listen I've got you. I know what you're going through don't give up I'm working on your case. The days I absolutely want to give up are the days where I'll meet people who will confide in me and tell me how impactful I've been in their life.

Life is full of challenges and obstacles and I tell people that life happens, it's a journey. There are times when you have to sit, jump, walk, limp, run without getting tired, etc. Challenges will always come up, but the most important lesson is never give up. Always encourage yourself.

How were you able to keep your sanity all through the noise when you gave birth at 47?

As I said earlier, my dad made me know I had a voice which I was going to work with and my ultimate aim was to make my dad proud. I'm sure my dad would have loved to see me marry before he died, however he wasn't going to pressurize me into marriage. But society will talk, the people on the side will use it against you. I always encouraged myself, I wasn't going to let anyone take away my voice, at the time I felt that was all I had. I was always going to speak up. During that period, I cried, I was miserable, I complained but I kept going. It was tough, I had quite a number of failed relationships but through all that I met my husband. I actually gave him a tough time, it took two and a

half years before I could finally agree to marry him.

Finally, he gave me a beautiful traditional wedding. After that the talk was hmmmmmm, at 45 will she be able to have a child? Fortunately, God being so good on 24th December 2016 I conceived and 2017 I gave birth. My daughter is my light, my sunshine, she's just amazing. I look at her and I'm so grateful to God. That's why I gave her the name NYAME ENYONAM (SHE'S THE MANIFESTATION OF GOD'S GLORY ON MY LIFE). My husband actually accepted that we name her as such. And she's been a great blessing.

You know sometimes the temptation to go back to your usual life isn't easy, being a woman of faith and dignity is not easy. Temptations and difficulties do come but I look at my daughter and I say no. Irrespective of what I'm going through or my past God gave me this. I really appreciate my daughter irrespective of what she puts me through, she's a blessing. Being with her has actually helped shaped my life.

It's been a beautiful story, can you touch base on your foundations and your books?

I talked about the fact that you always have to add value to yourself when you are celebrated and all. My spiritual father Rev Eastwood Anaba once said to me that "GIFTY I DON'T CARE



WHATEVER YOU ACHIEVE IN THIS WORLD, IF YOU ARE NOT TOUCHING LIVES, SOWING INTO PEOPLES LIVES THEN YOU ARE A FAILURE”.

So I started with the **GIRL IN NEED FOUNDATION**, we help girls below the age of 18 years go to school and also stay in school. At times we buy their books, uniforms, pay their fees etc. I was doing this all by myself before setting up the foundation to solicit for funds.

When I got married and went to EDUMASA (a town in the Eastern Region of Ghana). I usually gather the children around to share stories during the Christmas period. One day, I asked them to bring their story books and they didn't have. I was inspired by this incident to create **AWO DANSOWAA READING PROJECT**, where I asked people to donate reading books. My husband gave me a dilapidated structure where I renovated and now serves as a library.

I was inspired to create **A HAPPY FEET** because of my love for Christmas and the confidence I always had when I received and wore new pair of shoes. Not having a rich background, I always wore the same pair of shoes from the previous year because I knew I wasn't getting any new pair. As a child, having a new pair of shoes during the festive season was special and provided

me with such confidence. I decided to replicate that same feeling for the kids at EDUMASA. Last year December (2019), we shared over 1000 pair of shoes which was amazing.

In terms of books, “A BIT OF ME” is an inspirational book, afterwards I wrote “THE BEST OF YOU”, which is an affirmation book. Self-affirmation builds your self-confidence and encourages you not to give up. Due to my numerous live experiences and many lessons learnt over the years, when I turned 50 years in January I decided to write another book titled “50 NUGGETS AT 50”

My father taught me about the curse of stardom, he advised me never to be mentally influenced by my fame. He once told me that when you are busy messing up, someone will be busy warming up to take over from you. Irrespective of the perception people have about me, I keep adding value to myself and when you get close you'll

notice my true being (loving and caring).
Please give us your final words

My final words are plain and simple, NEVER GIVE UP. Using myself as a prime example, I have faced so many challenges. I had a difficult childhood, suffered disability, stigmatization, abuse etc. I really do understand the frustrations people feel, tiredness, loneliness and the reason for wanting to give up BUT don't. Ones you have life, there is hope for the future and a better tomorrow as you never know what lies ahead.

Before having a child, I use to joke that the only challenge I haven't faced was childbirth and that happened in 2017. Now I've rephrased that statement to "the only challenge I haven't faced is what lies ahead". If you believe in God even when you hit the brick wall, that wall can break and you'll go through it. So never give up.

I know it's so painful and difficult, and I go through personal struggles as well but don't give up on yourself. It may seem bleak at the moment but keep pushing, keep moving, daybreak will soon come. My father always said to me, before daybreaks the skies above turn very dark however, within a twinkle of an eye it clears up. It gets tougher when your breakthrough is just around the corner, don't give up on yourself, and never give up. Hold your head high irrespective of what you are going through, let that little light or yours shine. I don't know you but I believe in you. I know one day I'll meet you somewhere and you'll be the help I need all because you never gave up. Hold on to God, hold on to your faith and He will come through for you.





Maurice Aouad



He developed a taste for commercial activities at a very tender age.

He learnt the act of being resilient and being able to adapt and thrive in every situation from the influence of his family.

His creative ability in the real estate sector has been as a results of his creative approach to communication, be it general expression or non-verbal indicators. He's been excited about the ability to carry forward a point creatively

Five Secrets codes that makes Mr Aouad different are ;

1. Empathy
2. Fearlessness
3. Unapologetic
4. Don't be afraid to get your hands dirty
5. If it can't be scaled or you can't see an exit don't start "

In perspective on Entrepreneurship in Africa, Maurice's reaction was that:

"Africans are the most creative beings on this planet without a doubt. Our issues come from



a deep rooted marginalization of our culture that makes us believe we aren't up to par which is woefully erroneous. We just have to fix our foundation and re-identify our advantageous position, we are classed as a 3rd world country, which serves certain purposes none of which are ours but we can use that to see the mistakes made by others and try to avoid them.

☒ In your perspective, what is the future for real estate in Ghana and Africa as a whole, Maurice response was;

"It's a constantly developing landscape considering how land is a fixed asset, but with that being said, we are merely custodians of whatever property we own presently until it passes on to the next generation, so we will find new innovative ways of utilizing whatever we have as creatively until the cycle restarts".

☒ In the world of digitalization, how can one sustain much relevance in your sector, Maurice response was;

Studying your peers, invest in an analysis of emerging market trends and coming up with new ways to stay ahead of the curve will always guarantee you a seat at the table.

☒ What will be your advice to others especially the youth about the effects of comfort zones and on the importance of entrepreneurship, Maurice response was;

"We have no other choice but to continue building and striving for the best no matter the circumstances, as entrepreneurs we belong to a fearless creative class of risk takers who are willing to bet on ourselves, which simply means the odds are in your favour".



Tochukwu Orazulike



My name is Tochukwu Orazulike, popularly known as Tochi paintings, I'm a Nigerian contemporary artist. My paintings are always being inspired by our everyday to day activities, which positively or negatively affects our lives in one way or the other. I tend to depict different emotions, struggles, fears, success etc through the use of my brushes and colors in a human form which can be explained through their facial expressions and countenance. I am an artist who will never fail.



Macbancy

A young Ghanaian changing the narrative in the perfume industry. He has amazing perfume brands which has been accepted by many and even some celebrities like Asamoah Gyan, Nana Aba Anamoah etc.

Mac also customizes his perfumes in a unique package with your name as a label on it.

Mac told us brief story of how he began this journey; Be inspired!

What motivated you to venture into this business?

Well, it all started at a very tough period in my life. I had to stay away from school for one whole year because I was suspended for reasons I still can't understand. God being so good, it turned out to be a blessing in disguise.

While at home, I busied myself most of the time thinking about what next after school.

I knew I wasn't the type who would want to follow the usual 9/5, so I had to come out with something, a sustainable business to occupy that space.

I started selling clothing which was lucrative so I decided to add perfumes since they all had to do with dressing. I fell in love with perfumes and perfumery, that's how it all started.

What are the various variety of your perfumes?

Europe by road line of perfumes include:

Redbox (6 perfumes in one)

Love station (2 perfumes in one)

Limited edition (4 perfumes in one)

Woods of oregon.

Are your perfumes unisex and what are some of the reactions from your end users?

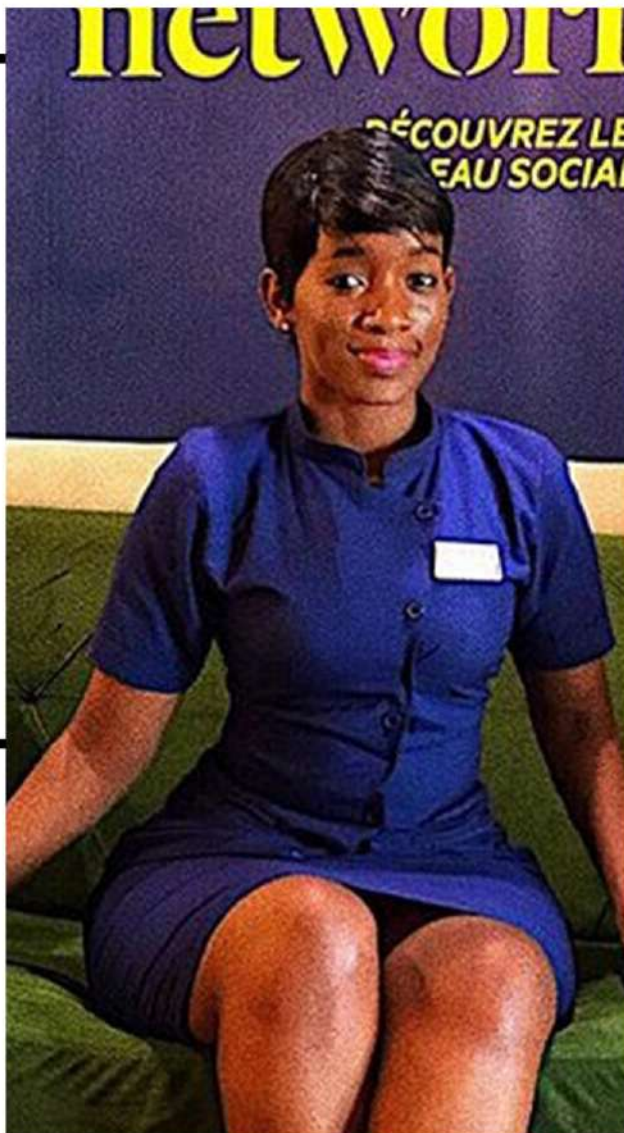
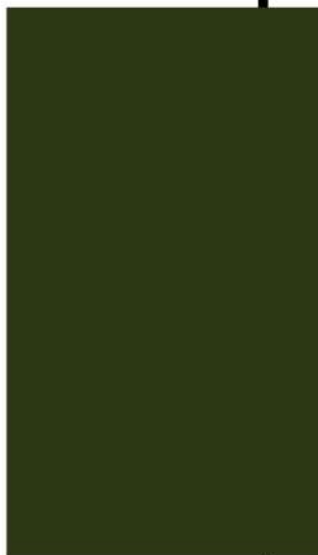
Based on our current strategy, all our perfumes are unisex. Maybe in the future we might consider a single sex perfume.

People love our products. We haven't had any customers complaining about our products yet. So far all the reactions are very positive.





Vanessa Sway



My name is Vanessa Sway, 100% Tanzanian. I was born on the 29th of March 1989 in Arusha (one of the biggest cities in Tanzania).

I am an only child, unfortunately my mom passed away in 2008 and my dad lives in a different city to mine. I have lived on my own for the past 11 years and a proud committed Christian.

How was growing up like?

While growing up, I had always wanted to be a police officer. My reason being "in my childish thinking" I will be powerful and capable of always keeping my mom safe. However, things didn't quite work out that way. My mom did her best to provide me with all my essential and most important needs. With all her efforts, I didn't gain admission to the school I wanted so ended up attending Hotel Operations instead. Mind you, my ambition was to be a police officer, lol. Unfortunately, my mom sadly passed away the same year of completing the school of hotel.

How did you develop the interest in what you're doing now?

Well, I remember one day I was at work and some-

one was complaining about how she has gained weight, I went on google to see the reason people gain weight and what one should do to reduce. The topic on google was so interesting so thought I'll write them down and relay the information to my colleague. She took it serious and boom she lost weight. So I thought to myself, "I can actually plan a meal for someone". To test my theory, I repeated the same plan for someone else and it worked even better.

At that time, I exercised in the gym regularly so thought of making this venture my side hustle. I took further classes online to equip myself as I wanted to take this venture more seriously. I absolutely love it as I've been able to help numerous people loose weight. Now I train and also provide meal plans for people.

I am actually employed in a company (Hotel), but I try as much as possible to do both jobs. I work 6 days a week in the hotel and on Saturday cater for my clients.

Becoming an entrepreneur out of lifestyle is easy but requires hard work and loving what you do.

What are the benefits to fitness?

Fitness is sexy, keeps you healthy and fit both mentally and physically.

What is your workout routine at the gym?

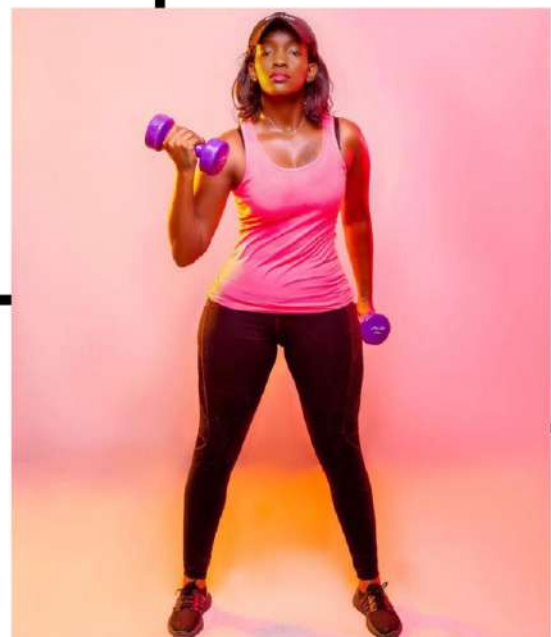
My fitness world is 80% dancing /moving (Zumba). The rest is weight lifting.

Where do you see yourself in the next 5 years?

Only God knows, but my plan it to own the biggest gym/health bar in Tanzania within the next 5 years hopefully less. I will have gym classes and other activities for both kids and adults.

What is your advice to the youth?

-Pray for it, work for it, and don't lose hope on your dreams because before you get to where you want to be, you will meet a lot of obstacles and challenges. Stay strong and fit.



Marie Opoku Adomako



Marie Opoku Adomako is a hardworking and aspiring young lady with a degree in development communication from University of Development Studies (UDS), Wa campus. As well as a certificate in fashion design from Rioks Originate. I'm the 2nd out of 6 children.

This career started off as a selfish one. By selfish I mean, I wanted to create my own style and wear them. But this idea won't fly if you have colleagues like mine who always complimented me and asked for the same outfits I wore. So I started off trading in maxi wears and jeans weekly.

After my degree, I had an opportunity to work as PA for a fashion school and my desire to own a clothing line intensified. Months later in 2015, I picked a weekend class in fashion design at Rioks Originate. Upon completion, I worked in the fashion industry part time until 2018, when I decided to go full time. Growing up has always been fun and full of adventure for me, I believe I've been industrious from the word go. Right after completing Junior High School (JHS), I worked as a kindergarten teaching assistant at my alma mater. After Senior High School (SHS), I was given a marketing role with a publication



company and since then, I have never given up chasing my dream.

My parents fueled this energy inside of me by demonstrating to us the principles of rising up early, having multiple jobs, juggling between jobs with raising kids and making sure they've got a good educational background seemed perfect to me. Upon seeing this, I also chose to play my role well and push towards fulfilling my goal.

My greatest fear has always been, the outcome of a risk I'm forced to undertake to push my business forward. Through some of these risks taken, I have made losses and left my business hanging at some point. As a start up, you don't even realize when you're making a wrong choice but trust me, through them you learn. The pain will make you want to quit but you find strength in your passion and your goal. I have always believed that pain is inevitable and fortune favours the bold. You can't run a business if you're faint hearted. In between the pain and struggle is a success story and that's what I believe in and that keeps me going.

Some of my achievements have been;

- Winning Miss West Africa 2011 and having to compete with other queens in Banjul at the international level.
- Seeing my designs on the runway for the first time at Accra fashion week 2016
- Running my own business from scratch.

My greatest regret has always been not finding this gift early. I believe I would have repealed all other plans and focus solely on this gift, perfecting my skill and learning more from other mentors.

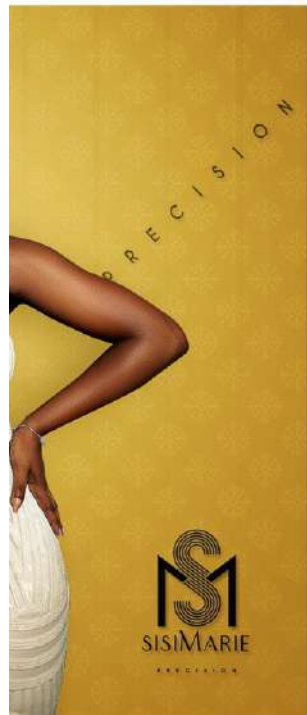
If I was given a chance, I'll have pursued a degree in fashion design fully without any distractions. My passion for this field

motivates me. Because I have this idea to be part of the best fashion houses in the near future who won't just create fashionable pieces but also extend a helping hand to the vulnerable and training brilliant ones in this field as well. So I sacrifice my time and work hard every single day to make this dream a reality.

Some philosophies I adhere to; I try to set trends and not follow them and be a stand out in all things and not aspire to fit in. Every fall or failure is an opportunity to learn, grow and become stronger. I'd rather try and fail than never try at all. I believe failure is another step to success. I have a strong believe in being good to people and giving a helping hand to all of those in need. I stand up for what I believe, fight and work towards it. I always keep learning and making improvements.

Values / principles I abide by;

- Fear of GOD
- Honesty
- Commitment
- Efficiency
- Diligence
- Open Mindedness
- Passion
- Innovation
- Compassion



Books that changed my life;

1. The Da Vinci Code by Dan Brown

I won't say this book changed my life directly but there were some information about religion I found that piqued my curiosity and drove me to look into the Bible more to discover truths for myself. This gave me a love for the word of GOD and I can say it drew me closer to GOD.

2. Eckhart Tolle- Create a better life

This book changed my life by giving me a new perspective and outlook pertaining to issues of life, it taught me the power of not living in fear and anxiety.

3. The richest man in Babylon

This book gave me more insight on how much to save; basically how well one can successfully manage his/her wherewithal to gain more and manage debts.

For leisure and socialization, I am a lover of nature and always grace the beach with myself to enjoy the serene nature, get inspiration and oh! Dance to the many songs in the evening because, I'm naturally a good dancer and lover of music. It's all part of the art work.

Entrepreneurship is absolutely in my opinion the best way to solve Africa's problems. I'd like to say there aren't many young entrepreneurs like the Mark Zuckerberg's of Facebook fame, however, I know many young Africans with brilliant ideas. With that said, many young entrepreneurs having their own businesses will ease the burden on government's pay roll which will in turn free up funds for other developmental projects

In terms of my thoughts on the youth of today, I understand many young people who would like to play it safe and stay in their comfort zones. This is partly due to the fear of failure. My advice to them will be there is little success without failure. Edison failed about 10,000 times before inventing the light bulb. I for one wouldn't have come this far if I didn't step out of my comfort zone. I had fears and doubts too, but my dreams trumped my fears and doubts. Finally, I'd say all the great names we know of, made history by stepping out of their comfort zones. It's better to try and fail than never trying at all.

Kindly tell MSM family a bit about your fashion brand, what's unique and your target market?

SisiMarie is a contemporary brand that offers bespoke clothing and bridal apparels to its female clients. Our target is for females between the ages of 20-45 years

What are the 5 fashion secrets or advise that ladies should note when patronizing your product?

1. Be honest about your figure when picking a style.
2. Try something that isn't you once in a while.
3. Stay abreast with your yearly colour trends and stick to what works for your complexion.
4. Choose accessories that will match your choice of apparel.
5. Stay peng all year round creating your own style with my pieces.



HUGE
DISCOUNT
UP TO
15%

FINANCING
OPPORTUNITIES
AVAILABLE

2,3&4 BEDROOM
FULLY ENSUITE
HOMES WITH FITTED KITCHENS



0501551199, 0501551201, 0501551207

Starting from
GH¢ 464,000

More Info

www.jlpropertiesgh.com



JL Properties Ghana



jl_properties_ghana



jlproperties_ghana



Support



KJM
FOUNDATION
Kigo James Mureke

Join us
put a smile on someones face
today

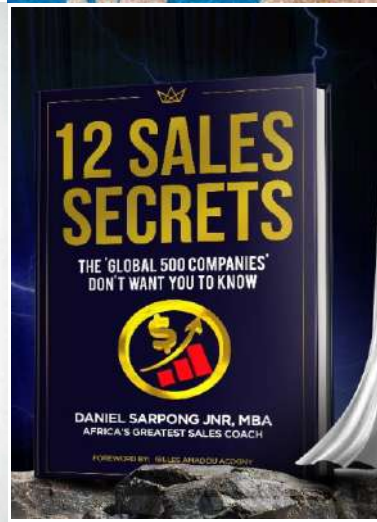
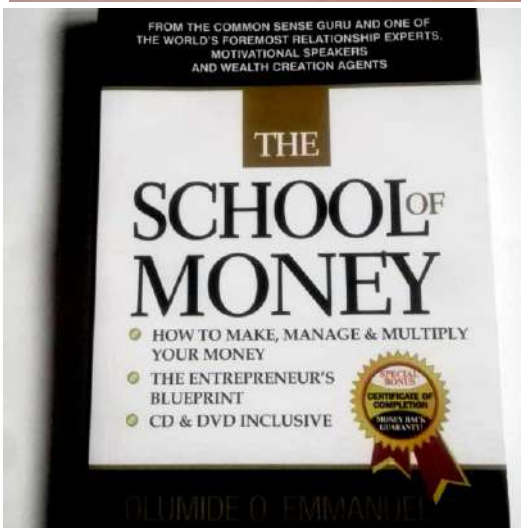
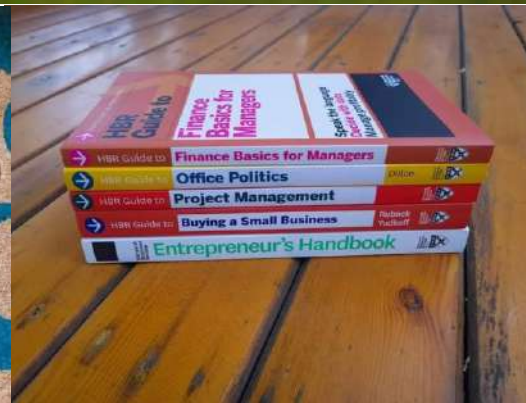
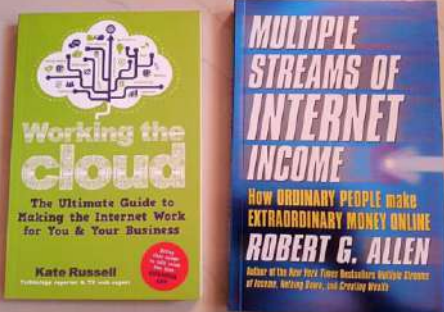
www.kjmfoundation.com

**"Reading Gives Us Someplace To Go
When We have To Stay Where We Are"**



**Reach Us On 0246428428 For Your
Hard Copy Book
Request & Deliveries**

***Christian Books *Business Books *Inspirational Books *Marriage & Relationship Books**



RECOMMENDED BOOKS FOR ENTREPRENEURS

SAVORY ESCAPE KITCHEN

DISCOVER A NEW LEVEL
OF TASTE

WEEKLY HOME MEALS

CORPORATE LUNCH

EVENT CATERING

CALL 0271392487 TO PLACE ORDERS

LOCATION: ROMAN RIDGE





The New Normal

Brenda Lutterodt

It is no news that the coronavirus pandemic could be around for a long time. Indeed, a top World Health Organization (WHO) official has warned that the new coronavirus may never go away and populations will have to learn to live with it just as they have HIV.

While some organisations have reinvented themselves and come up with new ways to meet up with the changing market, making use of resources and technology, others have downsized their workforce in response to the changed market circumstances with hopes that the pandemic will end sooner or later. The debate over whether machines can replace man continues.

With the 20th century being the century of productivity, and the 21st century of quality, there was the need to shift from mere production to quality production. The emergence of global markets also necessitated this shift. So widespread did globalisation become, that today one can sit in the comfort of one's home and enjoy Coca Cola from America.

The new normal is virtual organisations. It is the business organisation of the future. It originated from the expression "virtual reality", an experience in which electronically created sounds and images are made to resemble reality. Thus, an organisation which makes use of electronic means to run its operations, with little to no employees, is a virtual organisation.

The virtual organisation depends mostly on a network of part-time electronically connected free-lancers, also referred to as e-lancers. Here, the firm's operations are performed by different personnel who are not full-time employees. From production to distribution, the firm relies on only its mobile structures. Hollywood is more often cited as a template of a virtual organisation, where actors, directors, and producers come together for a common purpose: to make a movie, and go their separate ways after.

As the global death toll of the coronavirus pandemic continues to rise, more companies are embracing the idea of becoming virtual. It will take time. It all depends on a company's ability to leverage on this means to effectively incorporate it into their business. It all needs to be strategic and can be implemented anywhere in the world.

Running a business along virtual lines is possible because African markets have access to products from Western multinational companies. This means there can be uniformity in the quality

of products. Again, there is convenient access to internet services and telecommunication.

Moreover, the growing preference for both Western and locally manufactured consumer goods and technologies will be favourable across the divide. This means a virtual organisation in America can benefit as much as the company in Ghana.

Virtual organisations will need to ensure quality and uniform standards across global markets, as is done by Gillette and Heineken. They can also tailor their products to suit the local African markets, like Coca Cola and Japanese carmakers Toyota do. Though the taste or make is never quite the same from one country to the next, the bottom line is that quality must not be compromised.

It is a given that machines cannot entirely replace man. We must, however, embrace the idea of leveraging modern technology to get things done in traditional office-based companies and virtual companies, if we are to maximize productivity in this challenging time.





Top 10 things to know before deciding to go into farming

Richard Nunekeku

Introduction

Your conclusions may be varied after reading this article. I may have reinforced your belief in the prospects of your intended investment(s) or may have heightened your fears. Regardless, my intents are clear and simple – to provide practical signposts you cannot avoid making that investment decision – big or small.

This list is not conclusive but highly representative of the issues/opportunities you must consider.

1. Land

The complexity of Ghana's land tenure system is a signpost you cannot ignore in your search for farming land. You must be thorough and diligent. Written or oral assurances are never enough guarantees of legal interest in any land capable of any transaction.

Ideally, seek to secure land from stools/skins (as Lands Commission will be involved in the process). Alternatively, engage with government agencies with agriculture mandates as they may have secured lands in anticipation of private sector investments.

Your search checklist must anticipate the immediate or future needs of your farm. Closeness to city centres, access to water for irrigation purposes, available social amenities, road infrastructure among others should be a must tick.

Land is a valuable asset for any purpose. But farmlands do not generate the same interest for any funding leverage. The last option should be to offer to buy outright farmlands in large tracks. Financial investments into such acquisitions cannot be leveraged for lending when the business needs it.

Negotiate innovative lease agreements with payment terms fixed at intervals over a long period of time. Such agreements must cater for the financial interest of all beneficial interest owners of the land over time.

Most lands won't be vacant so make arrangements for the payment of compensation for crops to those currently in use of it.

If in doubt, seek help!

2. Expertise or Technical Capacity

Labour is abundantly available. Your ability to engage and retain will be influenced by your wage structure & incentives. If you are unlucky and find yourself in an enclave of other big farms, then you will be required to pay extra to get your required labour. Be warned, mostly this labour is bereft of the science of farming except for the art.

Farming is both an art and science. Over the years, we have focused greatly to the detriment of the science on only the art – clearing land, getting any type of inputs, praying for the rains, planting and waiting

on the Lord for a good harvest.

Quite different, farming involves the science of testing and knowledge of soil type and its nutrient position including acidity level etc, land development protocols dependent on the type of crop, planting timing, appropriate agrochemicals and fertilisation protocols based on the soil test etc.

Even some persons with agriculture-related certificates do not possess this know-how. So do not be too confident it is that type or this type of crop growing area so skilled labour will be available or that you have engaged a certificate-based farm manager.

Invest in your own knowledge of the sector, crop etc. Learn by practice, sign up for self-growing programs and develop some capacity. Deliberately engage persons with practical experiences to lead. If possible, bring them from outside the immediate community and develop a plan for technology transfer – they must become the train-the-trainers.

If they prove to be beneficial, you run the risk of losing them to other farm projects hence your retention plan must be top-notch – your bottom line depends on this.

It is a sad reality but, if you can afford, bring at least a technical lead from outside Ghana. If you do, look towards countries with the same climate conditions as Ghana.

3. Capital or Money

Zig Ziglar's money quote "Expect the Best. Prepare for the Worst. Capitalise on what comes" should never be lost on you.

In expecting the best, you must invest wisely. Investment decisions must be driven by functionality & operation optimisation. Aesthetic investments must never be considered during the first 5 years unless you are operating with deep pocket. Technology & mechanisation must lead in this decision-making process.

Either you prepare for it or not, the worse will come. When your production yield expectations are not met, you may be confident the next may be better. However, by the time you institutionalised such improved yield expectations, your losses will have outrun your pocket. Yield performance remains a factor of several issues – mostly things not within your immediate control.

Your debt accumulation rate will become high or you will keep funding as equity.

At this stage, what source of money you capitalised on will become important. If it is your personal saving or money from friends & family (even that) you may have a breather. In the unlikely event, it is loans or private debt arrangements, then you may just have sold your

peace of mind.

So be warned. Pursue the use of personal funds, patient capital or partnerships involving a mix of capital and technical investment. Loans from financial institutions should never be the 1st options when deciding on your investment.

Remember to limit your liability overreach by using the instrument of a registered company.

4. Time

"Time," they say is money. So if your money is in, your time must be too. Time in this context includes your physical presence, your involvement in the farming activities, the ability to learn quickly and provide leadership with your knowledge acquired.

You cannot be an absentee farmer/entrepreneur. If you feel you have earned the right of an investor, just look for the right business to invest in, not farming. You cannot buy time with the engagement of others no matter how competent they are. We all see things differently and your time may help change a thing or two.

It is never the concern of how you can manage your time with other things you may want to do. Farming is just that one thing you can only do at a time or with the greater allocation of your time.

Do not let the desires of "I can make time" lead you into temptation. It either you have the time or you don't dare start it.

5. What to grow.

The sector has endless opportunities across various sub-sectors and their value-chain. Based on your interest/passion, decide what you want to invest in or grow.

Whilst making the investment decision, be guided that profitability is a factor of crop type/investment. Underlying that is your knowledge of the seasons. Timing is key. And on a commercial scale with the right investment into irrigation, your production capacities can be managed in ways that increase during the dry season and moderated during the major planting season.

If the local market is your target market then your production must be all year round so you can take advantage of the price windfalls. Do not attempt to produce everything, specialise. Be known for one or at most two crops and do stay ahead of others.

With a strong understanding of what to grow and when to grow it, you can control prices for at least 6 months of the year and increase your profitability.

6. Community

The community is a unique source of labour, support and problems. It will be expensive 'importing' labour from other communities to your growing area. So you will count greatly on the cooperation of your immediate.

You will need to quickly get the buy-in of the community into your project. Make plans for interventions that support skill development, support for community project etc apart from employment opportunities.

Not long, you will start receiving all kinds of letters/appeal for fund envelops from churches, youth groups and don't be surprised traditionalist may come too. These form part of community expectations for development and progress.

You should be excellent at managing these expectations if not your project may suffer the repercussions. Engage opinion leaders, the chief or assemblyman on how to navigate these and build partnerships for the growth of your farm and the community.

Take this for granted and the risk of community agitations (all of a sudden, it may be your project that has taken over their lands and livelihoods), theft, increase animal (goats, sheep, cattle etc) destructive activities will run in your face.

Some of these associated challenges you could manage with siting decision of your farm. You can mitigate any concern for inclusion if the community is carried along.

7. Inputs

What you put into the soil is what comes out as fruits/yields. Inputs play a great role in determining your actual yield. A bad seed performs badly. A wrong fertiliser composition is of no value to the plant.

Input sourcing is highly tricky. Nice packages and powerful brand propositions do not reflect reality. Few accredited and credible input dealers exist on the market. Establish a technical support relationship with them and leverage it for the growing process.

Let your technical team lead in any decision of purchase of inputs and if possible run series of test before purchasing in bulk. You should anticipate disagreement should the inputs turn out to be below standards, so keep records in proof of your claims.

Finally, buy for cash or establish a credit line – but honour the terms.

8. Trials and Trials

Practice does not only make you perfect. More practice (trials) gives you the opportunity to understand the performance of your inputs, the response of the soil, climatic conditions, workers' approach & attitude to work among others.

Your scaling up decisions will be measured if you have conducted enough trials. Less risk, more control is all you need to be successful.

Be innovative at this stage. Backed by science do the nonconventional things, keep the records and evaluate the results. You may have discovered new ways of growing.

9. Network

Learn by sharing ideas. Engage in peer review with service providers, other stakeholders in the sector. Count in on the expertise of others. They may have learnt the valuable lessons worth sharing.

Except for your highly guarded innovations, bring in the 3rd eye at least each month to assess your progress and give you feedback. If you operate in an enclave with other farms, visit them, see what they are doing differently, ask permissions and copy where necessary.

Keep a word within your network. Let them know you are open to new ideas and looking at growing together. You may not know where your next investment in the form of a grant, equity or debt or technical support may come from.

10. Do not believe in Microsoft Excel, reality is key!

Microsoft Excel is a great invention! It is a great productivity tool. But do not be excited about its output – projections. Farming does not obey the rules of $5 - 3 = 2$. Nothing is real until it happens.

Worse is the assurances of your technical team when clearly they have missed it. Expect no miracle beyond that point. There is no perfect picture moment beyond the reality you have seen.

Learn the art of managing one's expectations. Master the skills of managing disappointments.

Be Strong. Be Resolute. Stick around. You can still turn things around but not on Microsoft Excel projections or workings.



Strategies for staying mentally well during the COVID-19 pandemic

Tiana

Unfortunately the covid-19 has made a few of us lose some loved ones and destroyed some businesses. However, hope should not be lost. I believe that this pandemic should also be looked at in another way.

In my point of view this happened so that those that were so busy with their lives can use it as an opportunity to take a break and relax. Also for those that may have not known what to do this is the time for them to reflect and bring up ideas for post-covid.

During all of this looking after your mental well-being is important.

Here are Talk2Tiana Top Tips:

1. Limit your time on social media - Due to how much information is spreading across the platforms this can be draining mentally and emotionally.
2. Watch comedy sketches or movies - Laughter is good for your soul and so it's important to keep your mind upbeat through having a positive mood.
3. Turn your phone off for the day and have some "me" time - Sometimes distancing yourself away from everyone can really help. It gives you the chance to boost your energy and shift your focus onto something else. You can use the day to read a book or listen to music. It's important for the mind to rest as it benefits your whole aura. You feel better when your mental health gains mental wealth.
4. Learn a new skill - This will help you to be distracted and can be another way of having fun.

With all of this bare in mind to continue to stay safe by adhering to the protocols of wearing a face mask when you're out and using hand sanitizers or washing your hands.





Autism, Isolation and Covid 19: Tips and Guidance from a Personal Encounter

Harriet

I've just been having a think and reflecting on a number of things happening during the Covid 19 pandemic. I realise more than ever the need to applaud the amazing work being done by so many people around the world to help our communities get through this extremely challenging phase. I would like to focus in particular on the many Special needs families who are having to or have had to manage the significant and complicated needs of their children at home with no or minimal expertise and experience due to school closures across the world. Some parents will be experienced and confident in meeting the needs of their children with special needs at home. On the other hand, parents of newly diagnosed children, extremely complicated needs and less experienced families would struggle without the hands-on professional expertise they usually access in educational or residential settings.

It is been self-evident that this would be a difficult time. Many would also agree that regardless of our individual circumstances, everyone would be faced with unexpected challenges. A personal Covid 19 encounter has confirmed that a thumbs up needs to be given to all in parenting roles during these times: especially the niche group of parents of children with special needs such as autism, and related conditions. Autism is a condition which affects social interaction, communication, interest and behaviour (You can learn more about autism and other related conditions by visiting our web page www.sparklers.org.uk/conditions)

Many parents of children with special needs depend heavily on schools, playgroups, childcare centres, intervention centres etc. as a significant part of their support network. These provisions usually provide families with some respite time, specialist care from professionals, time to go to work, carry out their personal errands, explore their interests and literally have a life. Therefore isolation, lockdown period as well as the full or partial closure of schools and other services presents some obstacles for this group.

Some challenges which may be experienced by families managing autism during these times include:

- Changes in structure, which usually means a disruption or difference in the schedules and routines of the individual with autism
- Limited options and limited personal power
- Absence of the usual professional support systems made available through the education and health services.

- Concerns over challenging behaviours of their children and how to manage them
- Concerns about their own health and ability to care for their children if parents or carers should become unwell themselves.
- The removal of the friends, families and helpers who make their day to day routines manageable.
- Lack of food, medicines and other basic needs for the home which may run short during a period of isolation or lockdown.
- Difficulties in accessing the community for basic needs during times like these when you have special needs children who do not cope well with transitioning outside the home, longer queues at shops and having no or minimal understanding of social distancing rules or the simple guidelines for keeping safe in the community.
- The difficulties which staying indoors poses for children who need more time than usual outdoors as part of their daily sensory diets and self-regulation strategies.
- Absence of respite opportunities or services for parents and the impact of this on their health.

I personally remember the intense period of vulnerability, panic and anxiety experienced in the first week when our family was unexpectedly forced into unplanned isolation due to Covid symptoms. The first week was a blur of confusion with unanswered questions about the state of my own health and that of my family. Upon reflection, I realise that the panic and anxiety was mainly because we had been unprepared for isolation; not enough food for the required 14 days, not enough medicine should the symptoms persist or get worse, no plan for how the children would cope during this time, inadequate information about Covid 19 treatment, what isolation meant and how to manage self, family, work during an isolation (as I am an essential worker), and finally what to do should our health deteriorate. Carers had to stay away from our family and having a husband and siblings who are keyworkers meant a sudden complete removal of my immediate support system during this situation. My chief concern was being absolutely alone my two sons with autism. Both boys have transitioning difficulties which makes it highly unsafe as a lone carer to attempt accessing the community for items such as food and medicine.

There are a few things which helped me get out of this rut and I hope sharing this will help others in a similar situation.

1. Breathe

The breakthrough point came when I made a conscious decision to stop, breathe, calm myself, begin to take things one day at a time, and tackle issues as they came up. One day at a time. Being calm made it possible to think through the situation, come up with ideas, formulate a plan to get through each day in a sustainable way in terms of our health and wellbeing.

2. Identify the patterns

Over the years, I have learned to look out for patterns in my quest to better understand autism, my children and finding ways to support them better.

So subconsciously I identified patterns in the changes around us, the random seemingly disorganised actions taken to manage situations and the impact on everything and everyone. This helped me figure out what was working well, what was not going so well, and why. For example, slight adjustments to mealtimes and menus led to improvement in sleep patterns.

3. Ooops! I forgot to put on my cape!

I realised that I had solutions to some of the issues arising but was not equipped to solve most of the problems.

This made me quite unsettled initially so I had a heart to heart conversation with myself about what I was struggling with and why this might be the case. I did my best to make sense of the changes for myself within different contexts. For example, my role at home, work and in the lives of Sparklers beneficiaries was still relevant but had to be executed in more creative ways. And more importantly, in knowing that with the best intentions and best will in the world, it is always not possible to be everything to everyone, especially during times like these. This helped me remind myself that it is okay not to have all the answers, to focus on what I can do and hope for the best where my hands are tied. I reminded myself that I am not superwoman. I am only human and that surviving on a day to day basis is the greatest achievement of all during these strange times. It was a refining process for my personal authenticity and made me feel a whole lot better.

4. Develop and establish a plan, routine or schedule

The steps above made it possible to come up with a plan and the plan was written down in a format accessible to myself and the children. I would advise you to make the resources for the day available and share the plan with the family and helpers so everyone can chip in to make the day productive. Crossing things out as they are completed gives you a sense of achievement. The plan does not have to be perfect, may have gaps and unanswered questions, and would be a starting point which would be refined over time.

Being a perfectionist, there was an expectation for the initial plan and implementation to run smoothly. I was determined to be the perfect mother, perfect professional and to tick all the boxes on my daily list by the end of each day. That I felt miserable, depressed, inadequate and the biggest failure ever

at the end of day would be an understatement. In short, the plan is meant to be your servant: don't allow it to become your master. Whatever your plan or routine is, keep it simple, manageable, achievable and be prepared to make changes when you need to.

(Remember that individuals with Autism benefit hugely from proper preparation and processing time where changes are expected, so whatever the future may hold, plan for a transition back to 'normal' life after the isolation or lockdown ends).

5. Staying informed and Communication

The uncertainty of the developing situation around the Covid virus meant constant daily changes in processes, service provision and policies from the World Health Organisation and government leaders around the world, all with a direct impact on the lives of people. This meant staying tuned to incoming information without becoming obsessed; and then adapting existing plans to make things work for you as best as possible.

In terms of communication in the home, there is a saying that two heads are better than one and this was found to be useful during these times. Many families tend to run on established systems in 'normal' times. The 'new normal' would therefore mean a need to discuss the changes in roles and priorities with your child and partner or supporting carer. This does not happen automatically therefore sharing plans, ideas, thoughts, concerns with the trusted supporting adult in isolation with you would prevent misunderstandings and lighten the load of responsibility. It also helps to make things easier to manage in your environment. The use of space and resources while you are all cramped in your little space can also be managed better and with less friction as you communicate and keep each other informed. Isolated parents and carers can try talking these through with friends or family who understand, or their supporting health or social care professionals.

Some individuals with additional needs may have questions, worries and anxieties around Covid 19. Communication tools such as social stories (By Carol Gray) and comic strips can be used to help them understand while keeping anxiety levels low. Professionals supporting your child in their speech and communication development may be able to advise further on other useful strategies and tools.

6. Pick your battles...

Pick your battles and celebrate every achievement! It did not take long after implementing my plan to realise that my to do lists were superwoman long and unrealistic. I was not being kind to myself and that the perfectionist approach of getting everything done and being everyone/everything to everybody was not very sustainable.

I have often preached 'Be Kind to yourself' to others but completely forgotten to put selfcare boundaries in place when this was most needed. Individuals and families who juggle much, need to realise it is perfectly sensible to pick your battles. This was especially important in my case as

Covid symptoms were worsening, and my body was weakening. As compared to trying to do everything and feeling a failure at the end of the day, you will finish with a sense of achievement which will positively fuel your overall health and mental wellbeing. This is probably the most important lesson embedded during the turbulent Covid 19 pandemic period.

7. Take good care of yourself

Make time to take breaks, rest, sleep and have some 'me time'. Lack of sleep can affect your physical health, your ability to focus, concentrate, stay in a positive and cheerful mood, thereby making it even more difficult to support your loved one with additional needs. A well-rested body and mind helps to avoid becoming mentally, physically and emotionally overwhelmed. Some of the major concerns during times like these are the inability to get breaks or rests if you are caring for a child with sleeping difficulties. It is crucial that you discuss this with the medical and social services professionals working with your family for some immediate intervention and respite arrangements. It can become highly unsafe for both the carer and child to become sleep deprived. Please seek guidance on this as part of your planning. In my husband's absence from home, I reached out to friends and co-workers with experience in special needs to sit with my children for short periods while I had quick naps in the afternoon.

8. Embrace Change

Accept that several things may have to be done differently, and that different may not necessarily be bad. Some areas in your life may have gaps, such as the 1:1 input of some professionals supporting you or your family e.g. Physiotherapists, therapists etc. This might be an opportunity to learn more about what they do to support you, take ownership of areas with gaps in your skills and knowledge, and find information and resources to keep you going until they became available again.

The amount of in-depth reading on random topics and google searches about areas I have never focussed much on before increased more than ever during this period. So much more knowledge has been gained in different areas and new skills developed which will be especially useful moving forward, regardless of what the new normal would look like.

9. Look out for the opportunities and the positives

Many families will need different amounts of time to adjust to changes in circumstances or unexpected situations. This is okay because individuals with Special needs have different needs and may need different lengths of time and resources to adjust and settle.

After you have settled however, it would be worth your while to begin to look on the brighter side and to explore all the different opportunities which may be available. In our family's experience, I saw the following opportunities.

Time to spend with the children for play, cuddling, learning and just being together as a family – Of course my teacher antennae stayed on for observing my children, celebrating areas they have developed in and spotting gaps which could be worked on while at home. I saw a chance to get them more involved in developing life skills through daily activities such as cooking, cleaning, leisure, exercise, social interaction and play. This knowledge and skills acquired would contribute towards their preparation for life, adulthood and independence.

10. Reach out and use your support system

Based on personal experience, I know that many families will find it difficult to get through this period without the support of their friends, families, loved ones, neighbours, colleagues from work, contacts in support groups, charities, churches and other organisations which are reaching out to help in one way or the other.

On behalf of all families with Special needs, I would like to say thank you for calling and checking on a loved one, helping us keep our spirits up, helping with shopping, continuing to support a child with special needs as a keyworker...

As a final word to everyone and families managing autism or other additional needs, remember that everyone's experience during times like this will be slightly different, but everyone's reality is equally relevant.

Do not ever forget to pat yourself on your back at the end of each day. You are doing amazing!!! Keep Safe ☑

Profile:

Harriet is the mother of three children, two with a diagnosis of autism. She is the founder of Sparklers Foundation UK and Ghana and an Assistant Head Teacher in an Autism Special School in the UK.

Websites: www.sparklers.org.uk
www.sparklersfoundation.org

PASL BUSINESS REPORT

Issue No: 1

All about Taxes for Startups & SMEs in Ghana.

A business report developed by Platinum Africa Solutions Limited.

WWW.PASLGLOBAL.COM

 **Platinum Africa**
SOLUTIONS



Corona Virus, The Creative Art Industry & Mental Health

Edem Fairre

At a time of huge uncertainty across all sectors, many are trying to understand the ongoing impact of covid-19 on the workforce.

In the creative industries

there is a strong ambition to understand the impact upon public venues, freelance workers and micro businesses as these sectors are directly threatened by the pandemic.

Due to the closures and ban on public gathering, the Creative Arts Industry has become dormant. This was the result of the directive by the government to all unions and other groups to suspend their activities in the face of the outbreak of coronavirus.

Revenues of creative arts and cultural organizations reliant on tickets sales have ceased. During closure the average reported weekly revenue loss has ranged from [75% -100%]. Without revenue organizations must cutback on hiring staff and independent artists and professionals.

The pandemic has badly effected both inbound and outbound tourism. To prevent further spread of the Corona Virus, governments have virtually shut down the entire industry.

Flights, and hotel bookings have been cancelled thus negatively effecting the economy since tourism has direct impact on transportation, accommodation, food service, creative arts, trade and tourist sites just to name a few effect areas. .

Today, more than ever, the importance of cultural arts and creativity for society is clear. The availability of cultural content contributes to serene mental health and wellbeing. Fortunately, many creative institutions have created online and free content in recent weeks for that purpose. Sustainable business models during and after the initial crisis are imperative for the sectors survival. If we chose to leave behind the more fragile part of the sector the result could cause irreparable economic and social damage.

The current challenge should motivate us to design a public support that alleviates the negative impact in the short term, and identifies new opportunities in the medium term for different public, private and non-profit actors engaged in cultural and creative art industry.

The Edem Fairre foundation for Mental Disorder —Depression & Anxiety, has recognized the outburst of negative comments on almost every platform. Truth is, most people are angry.

The little things we do to dodge some painful memories can no longer be escaped due to the lockdown.

Some people have lost their jobs, Spouses as well as family

member who are perhaps Breadwinners.

The oblivion of uncertainty, of 'what is next' is enough to drive us crazy. In a person with anxious thoughts such as 'all hell is about to break loose and nothing positive will happen.'

Voicing out can drive people away or get you tagged as being 'dramatic.'

As an organization built on the backbones of doctors and nurses who give counseling for the mental wellbeing of others, our team assures you that all hope is not lost.

Any emergency case will be attended to.

Do not hesitate to contact us.

And if you know anyone showing consistent mood swings that could possibly lead to suicide, Do get help as soon as possible to avoid serious mental injuries.

Do not keep this information to yourself; educate others in languages they will understand.

Stay calm, there's nothing too big under the sun.

There's always a solution to your problems; you just need to talk to the right person in a confidential environment while obeying the social distancing protocols.

NB : this is just an advice: To help boost your immune system as well as promote mental wellness you can;

Optimize your access to vitamin D from the Sun or intake of vitamin D3; Dietary Supplement that has Glutathione (GSH) for example, I take Cellgevity as well as MaxOne : Probiotics(Garlic, Onion , mushrooms, Zinc and Vitamin C, But most importantly, try to have a good sleep for Atleast 8 hours, Watch enough comedy to relax your brain or read comic books.

I am also thrilled to see a lot of our influencers coming out to help with talks on stigmatization on mental disorders—especially, Depression & Anxiety .

This is an assurance that you are not alone and it is ok to ask for help. After all, we are all human.

#edemfairre #creativeindustry #presenter #ghana #television #model #mentalhealth #activist #edem #fairre #medicine #glutathione #covid19 #virus #coronavirus #lockdown



PASL FOUNDERS' SCHOOL

Foundation Course for Company Founders

A course endorsed by
Unity Effect e.V (Bonn, Germany)



Resource Person

 **DERRICK S.
VORMAWOR**

Apply for the Summer 2020 Cohort

Application link: <https://bit.ly/foundersschool>

Application period: 8th June, 2020 to 26th June, 2020

Class schedule: 6th July, 2020 to 8th July, 2020



Digital Marketing

King Robert

In the year 2020, it doesn't matter what your industry is, or what products and services you offer – Digital Marketing trends cannot be ignored. Technology is constantly moving forward and to help you stay competitive in this constantly changing world, I'm going to share Five (5) of my best practices to keep you on top but first, What is Digital Marketing?

Digital Marketing is a marketing made possible with the help of an electronic device or the internet. With that being said, let's get on it;

1, Video Marketing;

Video Marketing is one of, if not the, most important marketing trend today and likely for the next 5-10 years. Video marketing doesn't just happen on YouTube alone anymore, social media platforms like Facebook, Instagram, Snapchat and right now even Tiktok are also a great place for video marketing content.

Video Marketing (The Stats)

In a 2020 survey results 70% of consumers say that they have shared a brand's video, 72% of businesses say that video has improved their conversion rate, 52% of consumers say that watching product videos makes them more confident in online purchase decisions. Start creating Video Content for your brand and product today.

Influencer Marketing;

Influencer Marketing is a type of word-of-mouth marketing that focuses on using key leaders to amplify your brand message to a larger market. Brand Influencers can be well known celebrities, but often they're Instagram or YouTube personalities with a huge niche following who can help spread the word about your business or product through their social channels.

Because Influencer Marketing is generally more authentic than corporate advertising;

63% of consumers trust Influencers opinions of products much more than what brands say about themselves and over 58% of

people have bought a new product in the past six months because of an Influencer's recommendation.

Chatbots 'The New E-commerce Game Changer'

Chatbots are artificial intelligence (AI) software that acts as a virtual "concierge," communicating with users and assisting them in completing their goals. Chatbots interact with humans in a natural way, primarily through the use of text chat windows, but verbal interactions are also possible now. Over time, as the system collects more data insights, the AI learns more about the customers, making it possible to offer a continuously-improving service.

Bots allow users to get personalized, focused interactions without pulling too much from limited human resources.

80% of businesses claim they want to start using chatbots this year. When you consider the benefits, it's easy to understand why;

24-hour service

Instant responses to customer queries

No need for breaks, vacations, or overtime pay.

Tidio research from January 2020 found that 43% of consumers prefer to message an online chatbot rather than to phone customer service centers when communicating with a brand.

Start Personalizing Everything

If you want to stand out in 2020, you need to personalize your marketing – and that means personalized content, products, emails and more.

Consumers are highly annoyed with generic advertising blasts, 80% of consumers say they are more likely to do business with a company if it offers personalized experiences and 90% claim they find personalization appealing.

Kevin George from EmailMonks asserts that "personalized, triggered emails based on behavior are 3x better than batch-and-blast emails."

Shoppable Posts

With e-commerce and social media both growing at alarming rates, it's no wonder brands are using the two together to maximize opportunity for sales.

In March 2019, Instagram unveiled Instagram Checkout, which lets users complete their purchase from within Instagram.

Instagram reported that the platform has 1 billion users, and 90% of them already follow active shopping brands, with many visiting these profiles on a daily basis. So what better way to leverage this massive potential than by using shoppable posts?

In conclusion, Digital Marketing trend continually changes and as a brand, you have to stay on top of your game or be left behind, but in 2020 and maybe even for the next 5 years to come, these strategies shared would still be relevant. This is fact.

King Robert Kehinde Biography;

My names are King Robert Kehinde, more commonly known on social media by most as "King Robert". I am a Nigerian from the south-south region; to be precise, Delta State, I come from the Itsekiri tribe of Delta State, Nigeria. Am a Digital Marketer, an Investor, a Web Developer, the founder of Influencers Hub Digital Agency and Social Merch Apparel.



CSM ; The Plague Nobody Discusses

Hildagard Tetteh

Cerebrospinal meningitis (CSM) or meningitis is known to be an infectious disease. Yet, most people do not have much knowledge about what the condition actually is, its causes, symptoms, mode of transmission among others.

Research shows that one in five 16 to 25-year-olds either do not realise or are not sure that death is an effect of meningitis, and two in five do not know loss of a limb can result from contracting the disease.

In recent times, there has been an outbreak of cerebrospinal meningitis sweeping through Ghana. Also, it was made known of how its vaccines are expensive and limited.

Here are some key facts that everyone should know about this potentially deadly infection.

What exactly is cerebrospinal meningitis?

This is an acute inflammation of the meninges of the brain and spinal cord, caused by a specific organism. It is accompanied by fever and occasionally red spots on the skin.

While anyone can get meningitis, certain groups are more at risk, including young children under the age of five and young adults in the fifteen to twenty-four (15 - 24) age group.

This condition is classified as a medical emergency. According to World Health Organization (WHO), about ten to fifteen percent (10 - 15%) of patients diagnosed with CSM die.

What are the symptoms?

Early symptoms of meningitis may mimic the flu, resulting in a fever, headache, vomiting and limb pain.

Symptoms may develop over several hours or over a few days. These can include:

- sudden high fever
- Stiff neck
- Severe headache
- Confusion
- Vomiting
- Photophobia (dislike of bright lights)

- Seizures or convulsions
- Skin rash

What causes CSM?

The two most common causes of the disease are bacteria and viruses. Bacterial meningitis is usually more serious than the viral form.

People living in overcrowded conditions, poorly ventilated houses and generally poor sanitary conditions are vulnerable to respiratory infections and this encourages the growth and survival of the bacteria.

How is it transmitted?

Bacterial and viral meningitis are contagious and spread through tiny droplets of respiratory secretion from an infected person during close contact such as kissing, coughing or sneezing on someone, as well as sharing of eating or drinking utensils.

Can CSM be prevented?

There's a lot one can do to help prevent meningitis. For one, meningococcal vaccines can help prevent the leading cause of bacterial meningitis. Also, the following steps can help prevent it.

- Washing of hands. Proper hand washing helps prevent the spread of germs. Wash hands before eating and after using the toilet.
- Practice good hygiene. Do not share drinking or eating utensils, straw and toothbrushes with anyone else.
- One should cover his or her mouth when coughing or sneezing.
- Allow adequate ventilation at home.

It is very alarming how dangerous this disease is, yet nobody seems to be concerned about it. This condition should not be taken lightly due to how contagious and dangerous it is. Following the above steps can ensure that the disease is controlled. Be sure to visit the nearest hospital if one is experiencing any of the above symptoms. However, one must not panic because these symptoms are common in other less dangerous ailments.



COVID-19; A Wake Up Call for Regular Physical Activity and Exercise

Hussein Koku Prince

Physical activity and exercise have been one of the most recommended directives by health care practitioners for the wellbeing of man over the past few decades. Prior to COVID-19, the human toll of Chronic Non Communicable Diseases (NCDs) was just unacceptable. A report by the World Health Organization (WHO) clearly indicated that these Non Communicable Diseases were the leading cause of death worldwide and carry a huge cost that extends beyond health to trap people in poverty, deny them a life of dignity, undermine workforce productivity, and threaten economic prosperity.

Today, the world's center of focus is on the eradication of the COVID-19 pandemic that has taken the whole world by surprise and has limited the world to a crawling pace of which Ghana is no exception. COVID-19 has indeed negatively affected every sector of the world with Social and physical distancing measures and wearing of face masks have become the norm to curtail the spread of the disease. Although the COVID-19 has disrupted many regular aspect of life and has posed a great challenge to both the sporting world and to physical activity and well-being of all, there has also been a strong campaign and advocacy for the need of engaging in physical activity by all.

This global outbreak has resulted in the closure of gyms, stadia, pools, dance and fitness studios, physiotherapy centers, etc. Although there has been a strong and continuous campaign on the need for all persons to engage in some sort of physical activity within their respective individual scopes. Many individuals still do not actively participate in regular individual physical activities in their homes. Physically active has been boxed to the fact that most of these persons assume that they will be need to be in the gym space to be able to engage in some sort of active, which is largely wrong since physical active can take place in any space that is safe. In my community and several other cities in Accra, where community parks have become privileged/ luxury gardens for the few who can afford even if any and people have to compete for space on the roads with car just to be able to jog or run, many tend to

be less physically active, have longer screen time, irregular sleep patterns as well as worse diets, resulting in weight gain and loss of physical fitness. Low-income families are especially vulnerable to negative effects of stay at home rules as they tend to have sub-standard accommodations and more confined spaces, making it difficult to engage in physical exercise.

The WHO recommends 150 minutes of moderate-intensity or 75 minutes of vigorous-intensity physical activity per week. The need for such periodic exercise in these times and going forward cannot be overemphasized. Exercise has proven to indeed be a Preventive health care module, a corrective health care module and a therapeutic health care module. It has been very helpful especially in these times of anxiety, crisis and fear. There are concerns therefore that, in the context of the pandemic, lack of access to regular sporting or exercise routines may result in challenges to the immune system, physical health and the commencement of or exacerbating existing diseases that have their roots in a sedentary lifestyle.

The WHO report also further emphasized that the Lack of access to exercise and physical activity can also have mental health impacts, which can compound stress or anxiety that many will experience in the face of isolation from normal social life.

Many are slowly adjusting to the no gym no problem slogan which is becoming the order of the day. Exercising at home with less or no equipment is now on the high. Stretching, doing housework, climbing stairs or dancing to music can all be considered as ways to stay active during these times.

Many fitness studios are offering reduced rate subscriptions to apps and online video and audio classes of varying lengths that change daily. There are countless live fitness demonstrations available on social media platforms. Many of these classes do not require special equipment and some feature everyday household objects instead of weights.

The COVID-19 pandemic has had and will continue to have very considerable effects on the sporting and fitness world as well as on the physical and mental well-being of people around the world. The following

recommendations by the WHO seek to both support the safe re-opening of sporting events and tournaments following the pandemic, as well as to maximize the benefits that sport and physical activity can bring in the age of COVID-19 and beyond.

Going forward, it is currently important for all stakeholders, Government fitness and wellness institutions and associations to and intergovernmental organizations may provide fitness clubs and organizations around the world with guidance related to fitness, safety, health, labour and other international standards and protocols that would apply to future sport events and related safe working conditions. This would allow all stakeholders to work cooperatively as a team with the objective to address the current challenges and to facilitate future sports, fitness and exercise events that are safe and enjoyable for all. The sport ecosystem, comprising of producers, broadcasters, fans, businesses, owners and players among others, need to find new and innovative solutions to mitigate the negative effects of COVID19 on the world of fitness and exercise.

Governments should work collaboratively with health and care services, schools and civil society organizations representing various social groups to support physical activity at home. Enhancing access to online resources to facilitate sport activities where available should be a key goal in order to maintain social distancing. However, low-tech and no-tech solutions must also be sought for those who currently lack access to the internet. Creating a flexible but consistent daily routine including physical exercise everyday helps with stress and restlessness.

Fitness and wellness education obviously remains a powerful means to foster physical fitness and physical activity, mental well-being, as well as social attitudes and behavior while populations are locked down. International rights and values based sport education instruments and tools, such as the International Charter of Physical Education, Physical Activity and Sport, the Quality Physical Education Policy package and the Values Education through Sport toolkit remain highly relevant references to ensure that the many online physical activity modules that are being currently deployed comply with gender equality, non-discrimination, safety and quality standards.

If COVID -19 has taught us anything at all, it is our ability to prepare for the unseen moments when we can.

Hussein Korku Prince

IG: @sadat_fit

Senior Fitness and Wellness Coach

University of Ghana Sports Directorate

P.O.Box LG 25,

Legon, Accra.

0549897106/ 0579897100



MARTINA

C O H O S T

CLAUDIA

C O H O S T

AYEYI

H O S T

Saltiee

Airing on
You Tube



Saltiee TV



Saltiee_tv

You Tube

Saltiee Tv

Danjastudios

Ye are the salt of the earth: but if the salt lost its savour, wherewith shall it be salted?

Cleral Luxuries

...Luxurious and Affordable brand



0555 957 436 | EAST LEGON