

STORIES OF AFRICA'S MILLENNIAL ENTREPRENEURS

the **BUSINESS DAY**  
ceo



20  
20

LORD'S ACHIEVERS

AWARD HONOUREES









07

Conversations with  
*Adegboye Adekunle*

The growing film-maker

**MOLADE  
BALOGUN**

39

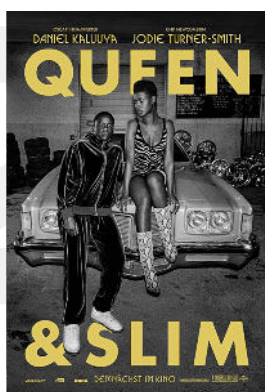
strongly believes Africa has  
an incredible amount of  
untold stories!



10



42



45

Movie  
Review

# Con- tent

Design/Illustration: [www.getupinc.com](http://www.getupinc.com)  
Content: BusinessDay & GetupInc

**BUSINESS DAY**



In this month of March I hope you find inspiration from the many businesses owners and entrepreneurs featured in this list. They are mavericks and ground breakers changing the narrative of Nigeria.

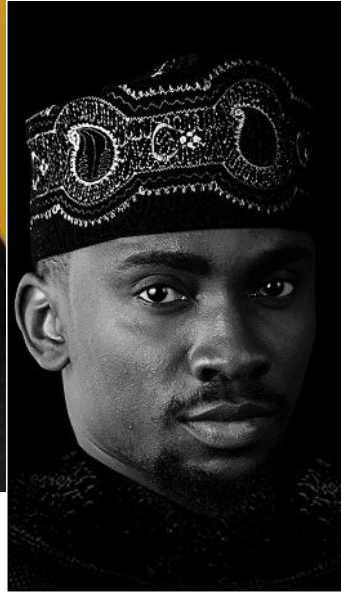
I hope that through each unique story you are able to let their experiences and successes and challenges serve as a learning opportunity for your own life and business.

During these uncertain times I urge you to please safe, wash your hands, don't touch your face and stay home during this global pandemic.

Together, we shall overcome.

# Lehlé Baldé

(@lehlalumiére)  
Editor



It is a beauty to see older brands appreciate the works African Millennials are doing and taking out time and resources to appreciate them. The effect of this goes a long way in encouraging more African Millennials to put in the work and create a better world than what we were born into.

Working with a team of many amazing and skilled people on this was a joy; to creatively bring yet another editorial that will influence a better narrative of Africa. Kola knows his work, Taiwo is such a hard worker, Linda is that leader and Lehle's gracefulness in editorial capacity and especially leadership is what many organizations need in the room to achieve phenomenal goals.

As you flip through the pages, you will notice a lot of red colors carefully dotted around in reference to the brand identity of Lords Gin. With the purpose of *recognition* in mind, callout boxes are intentionally made in the brand's colors. It should get louder than this because these are some of the words that would ring in time, for many years to come.

It is indeed yet another edition that validates the reason why the CEO Magazine was created. Let's keep doing more, a whole lot more!

Keep moving,

# Tomi Wale

(@tomiwale\_)  
Creator & Art Director





**Creative Director:** Tomi Wale (@tomiwale\_)  
**Cover Photography:** Kola Oshalusi (@kolaoshalusi)  
**Cover Stylist:** Taiwo Odedina (@taibeautystudio)  
**Make Up Artist:** Taiwo Odedina (@taibeautystudio)

**Location:** Ikeja, Lagos  
**Production Manager:** Taiwo Balogun  
**Intern:** Ogunbiyi Ayobami

**Content:** Businessday | GetUpInc  
**Creative Strategy:** GetUpInc (@getupinc\_)  
**IT:** Korede Adedoye  
**Marketing:** Linda Ochugbua  
**PR:** Redrick Public Relations  
**Editor:** Lehlé Baldé (@lehlalumiére)  
**Created by:** Tomi Wale

STORIES OF AFRICA'S MILLENNIAL ENTREPRENEURS  
**the BUSINESS DAY**  
**ceo**



## Make informed decisions. Become a BusinessDay Subscriber.

Keep abreast of significant corporate, financial and political developments around the world. Stay informed and spot emerging risks and opportunities with independent global reporting, expert commentary and analysis you can trust.

	STANDARD	PREMIUM
<b>Yearly (Naira)* Best Value!</b>	<b>20,000</b>	<b>25,000</b>
6-Monthly (Naira)	<b>12,000</b>	<b>15,000</b>
Full access to BusinessDay Online (the most authoritative business reporting on Nigeria)	✓	✓
Informative podcasts, featuring interviews with private and public sector leaders and other notable influencers	✓	✓
Enewspaper (Pressreader)	✓	✓
Financial Times Exclusives	✗	✓
BusinessDay Conferences discount	10%	20%
BusinessDay Research and Intelligence Unit (BRIU) Report Discounts	50%	70%

Tel: 012799101    [www.businessday.ng](http://www.businessday.ng)





# Conversations with *Adesunmbo Adeoye*

**A**desunmbo Adeoye is the CEO & Chief Creative Director at ESOB EVENTS and Founder of ESOB HEROES. She is a multi-passionate entrepreneur and the author of a self-help guide book titled "Parenting A Creative Child", and the soon to be released "REFURBISHED BOOK", a memoir that inspires "Hope for a Fresh Start".

A Graduate of Accountancy & Finance, an Alumna of Lagos Business School, and a Goldman Sachs Scholar, Sunmbo is the convener & host of the annual "Inspiring Change Conference", a platform where she deliberately impacts knowledge, inspires change and transforms the lives of men

## **CEO: What is the Esob Heroes Initiative; Inspiring Change Conference all about and what inspired this initiative?**

Esob Heroes Initiative; Inspiring Change Conference is a vision born out of my ceaseless desires to support entrepreneurial ideas through mentorship, advisory services, and training. Over the years, I realized that only a very few women ruled the entrepreneurial frontier, but the biggest change happened to me in 2012-2013 when I was privileged to be shortlisted as one of the beneficiaries of the Goldman Sachs "10,000 Women Initiative in Africa". Having completed the course and issued a certificate in Entrepreneurial Management, I saw the need to pay forward my knowledge and privilege of access to free business clinics and competent mentorship, I had received at EDC/Pan Atlantic University, Lagos.

That inspired me to create a platform where we can bridge the knowledge gap of "women in business" and deliberately connect them with other women in business, who have been able to break glass ceilings in their various industries, dominated by male counterparts.

## **CEO: With 6 editions completed and the 7th on the way, what have been the success stories and how have they benefited hundreds of aspiring entrepreneurs?**

Over the years, we have recorded amazing success stories from attendees who have openly shared their business' turn around stories. From gaining access to grants and being motivated, to keep pressing on regardless of the various stages of difficulties that come with running a thriving business in Nigeria, to positioning for visibility and scaling up. It's been a successful ride of lofty visions that have become realities.

One example is Oluwatemilurun of Green Foods International. She was inspired to start up and be diligent in her crayfish trading business. Another, is Aladeojebi Adeola, who testified, having attended the conference in 2018, was inspired to apply for a BOI loan to deliberately grow her business that started with one paint bowl of crayfish worth N2,250 (less than \$10).

Today, they have both received the interest-free loan in millions, they can meet up demands and scale up the business strength. They now accommodate a factory with 6 staff and the business is still expanding.

There is also Titilayo Ayodele of Elizabeth Signature, a beneficiary of the program, whose business had been registered for over ten years (10 years), who was motivated to leverage on new media, using social media as a tool for increased visibility and sales. According to her, the conference was an eye-opener for her to see the value in reaching out to potential customers via social media. Today she's making mind-blowing sales in her unique knitting and crochet fashion business.

Apart from the keynote and mentorship sessions, we also have the empowerment session that allows us the opportunity to empower less privileged businesswomen with cash grants and work tools, that gives them hope to scale up and succeed. Some of these women are business owners from different fields like beauty, fashion, trading, cakes, manufacturing, and food processing to name a few. And the total number of empowered women through the initiative span into hundreds, over the past 6 years.

All of this feedback and many success stories from our attendees over the years motivates my team and me to keep the



*It is a moral duty and an operational necessity that I keep growing to have ample knowledge of running the vision that is set before me*

event going, and also following up on these businesses closely, to ensure they thrive regardless.

**CEO: What will you be doing differently in the 7th edition and where do you see the conference five years from now?**

Every year has its very unique vision, and this year is specifically focusing on the development of innate skills and talent. That's why we have a "GIRL TALK" session with notable talented female panelists like Toyin Abraham, who will be sharing from their life's journey, on how they evolved in their gift of being a talent, to building a thriving empire that is of global recognition.

My vision for the initiative is BIG. I have a future projection

for when the Esob Heroes, Inspiring Change Initiative will have an entrepreneurial training hub in all 4 Geopolitical areas of Nigeria, where Female undergraduates can always walk in and register for tenured mentorship, and acquire new skills while awaiting results or job placements.

For the conference, my team and I envision a global reach, but we plan to start our coverage from Nigeria to Africa and beyond. So help me God.

**CEO: What are the challenges you have faced putting this together, considering the fact that it is a free event? What are the financial implications so far?**

One of our major challenges of the initiative is access to funding and expanding its reach beyond Lagos. Right now, we have attendees travel in from neighboring states like Abeokuta, Ibadan, and even Ilorin to deliberately connect, network and of course draw inspiration.

So far, we have only been able to achieve this much due to funds from personal savings and the financial commitments of our families, friends, volunteers, and dedicated media partners.

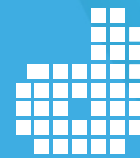
**CEO: Sunmbo Adeoye the CEO, what personal development plans do you have for yourself as a leader in your space and field?**

It is a moral duty and an operational necessity that I keep growing to have ample knowledge of running the vision that is set before me, and this is one obligation I take seriously, which propels me to enroll for training and attend conferences both within and outside Nigeria, annually.



# Design IT Brand IT Print IT

Complete quality printing  
on time, every time!



**doculand**  
print & copy center



**Diary**



**Roll Up  
Banners**



**Mugs & Flasks**



**Face Caps**



**Carrier Bags**



**Flyers (Trifold)**



**T-Shirts**



**Brochures & Booklets**

**For enquiries:**

[www.doculand-ng.com](http://www.doculand-ng.com)

[doculandnigeria@doculand.ng](mailto:doculandnigeria@doculand.ng)

**Follow us on:**



**DoculandNigeria**

# SEGUN AWOSANYA (Segalink)

-Human Rights Activist  
-President/Founder SIAF



**CEO: You have become the go-to-person Nigerian millennials call on whenever they have issues with government agencies, why did you decide to be "Segalink"?**

I believe the youth are our future. It is part of our national prayer to the God of creation to direct our noble cause, guide our leaders right and help our youth the truth to know.

The dearth of credible role models is troubling and has become a stirring for which we must be wary. This is why I have decided to galvanize a critical mass of youthful transformational leaders and enlightened followers, who are easy to govern, difficult to rule and impossible to enslave. This didn't just start in recent time but has been my deep resolve since my primary school as the head boy of the school and secondary school when I was senior prefect.

It was after this that I decided to begin a campaign through action to change the false matrix system and paradigm that suggests that leadership can only be exercised via political offices as armed with intimidating titles. I started the concept of leading from where I am and acquiring skills to complement my talents and building a model from such experiments.

All through my years I have built a brand to confront tough issues that most will consider an impossibility and have excelled in all. For me, this has become a culture and as an empath, I can't look the other way when others are in trouble or threatened. I'm always pushed to make a difference even without having to know personally the people involved.

The political will thus garnered over the years across sectors through my professional work led to the need to create a corporate social responsibility program which eventually became a stand alone organization we call SIAF (Social Intervention Advocacy Foundation) today. The same organization that championed #NIS2000, #EndSARS, and other notable common ground advocates designed surgically in adherence to the conscious revolution paradigm.

The idea is for us all to become Segalink (active citizens) and take responsibility rather than culturing an entitlement demeanor with the hope for a political or religious messiah.

**CEO: How have you been able to leverage relationships (existing and new) to drive social change?**

Over the years I have met quite a lot of leaders across Africa and also have read from quite a spectrum of others abroad. I have seen how they engaged society and how things can be done better. As a strategist, reputation manager and crisis



mitigator, I have learnt the art and science of building and maintaining relationships. This has helped a great deal in the engagement age, where trust is the fuel of the global connection economy.

I have nearly 99% client retention and I still have clients I met at age 15 still willing to do business with me till date. The reputation, consistency, discipline, prudence in matters and goodwill play a huge role especially when engaging culture enough to drive social change. People usually fear the unknown and will do anything to retain their comfort zone even if it no longer profits them or guarantee them a sustainable future.

I've been fortunate to have completed my 10,000 hours in the art of persuasion through non-violent advocacy while carrying the public along. A trait deficient in the playbook of our present and past leaders in Nigeria. I have participated in creating alternative political parties in the past without seeking for any opportunity of my own. For me, what is paramount remains the legacy I hope to leave for all our children and generations to come and never about what I can get.

**CEO: How are you able to separate yourself as a professional/business man and a social change agent?**

The entity concept is glaring. The nature of my business is not such that I need to sell per se. My brand is uniquely differentiated as we specialize in consultancy that speaks critically to certain sectors of the economy and leaders (High Network Individuals). So we hardly have much to do with the middle class and others that fall below the line. This is why it was imperative that we build a CSR (now a full fledged Institution –SIAF) that will meet the needs of the people that can't afford our services, especially where the Government has proven to have failed.

So while we make the impossible possible for leaders across sectors in our blue ocean, we ensure that the people benefit in ways money can not quantify by caring and engaging the vulnerable in society through our numerous programs across security intervention, education, national integration and community engagement. Our primary focus is on the Sustainable Development Goals 4 (Quality Education) and Goal 16 (Peace, Justice & Strong Institutions). This is what we have been doing with SIAF which has become evident in the past 3years and going 4years now.

**CEO: Are there situations where they rub off on each other and one Influences (positively or negatively) the other?**

For us, our activities at Aliensmedia rarely affect operations at SIAF. Even though Aliensmedia and partnership are solely responsible for funding SIAF for now for obvious reasons, we still have a clear cut entity concept because the culture and corporate governance of both are deeply rooted and surgically conceived over decades.

**What's your biggest fear as a Nigerian?**

I hardly nurse fears. I believe they are like children that grow when nursed. I see possibilities instead. I have learnt that we often misread the situation to see obstacles in our path when actually the obstacles are the path itself.

I believe Nigeria will be the most desirable country to live in soon once we are able to raise enough critical mass of transformational leaders who can think differently. We have



***For me, what is paramount remains the legacy I hope to leave for all our children and generations to come and never about what I can get.***

started that journey and we are not where we used to be. I meet promising youths daily and their feedback is tremendous. The decade of engagement on Twitter is paying off. I have no fears but see 70% of our population (youths) driving Africa and the world upon manifestation. It will happen and it is happening already.

**CEO: Despite your commitment to fighting for Human Rights and positive social change, there are still people who think you are playing games for a bigger picture, what are your thoughts on this?**

Life in itself is a game within a game. It is either you play or you are played. If game is the term for that which I do then let's appropriate it to mean planting trees under the shade of which I may never sit. We are building a rewarding future for all our children (including the offsprings of the cynical hub whose affinity for ignorance plunged us into the abyss we grope in today).

I have said it everywhere I go that unlike what most have seen before, I am different and so is our organization. We want nothing in return for what we do. Birds don't sing for the advancement of music. The accolades, trophies, awards, applause, abuses, blackmail, lies etc however appreciated neither affect nor influence our work. We are who we are and nothing can change our trajectory. I have no plans to run for public office as I enjoy my privacy and will not trade my perpetual inner peace and sanctity for a termed political life that will no doubt be less effective than what I have going on now. I won't need a second term at being segalink. You also can't impeach segalink. He is No One and that's where the mystery lies.

Birds born in a cage often see flying as a disease. This is why those coerced and indoctrinated into believing that people doing good must want political power, needs psychological evaluation.

**CEO: Can you tell us everything about the goal?**

The Nigeria of my dream is such where freedom is evidenced in the culture of the people. A culture void of vertical collectivism where people coexist rather than ravenously compete. A society where information is freely shared and the people are united with collective ownership in the Nigerian state. A nation where peace and justice reign supreme. A place where the police are the public and the public is the police. A place where the leaders serve with integrity, accountability and transparency. We are not just theorizing but have tested and proven our concept over the years by becoming that which we preach. We are not like anyone or any organization anyone has experienced in our clime. Time reveals all.

//

I hardly nurse fears.  
I believe they are  
like children that  
grow when nursed.  
I see possibilities  
instead.



SEGUN AWOSANYA (SEGALINK)



**CEO: Kindly give an encouraging word to that Nigerian millennial who is giving up on the country.**

It will be a gross mistake to allow our current situation taint the hope of the future. We must never give up our dreams. The obstacles are the path itself. Things never get easier but our strength grows at every engagement with difficulties. This is why we often think things get easy. What you see others do effortlessly is never as easy as it looks. Perfecting your skills over time makes you a genius. Just ensure it is something you love, something you are best at and known for and something the world needs. Your resources and needs will be supplied even by strangers who will seek you out. Keep believing and never give up. We are closer than ever. You are enough and you will manifest.

8. What does being a Lord's Achiever mean to you?

It is humbling that a random ordinary citizen like me will be considered for this even amidst outliers and inspirational youthful leaders across sectors. I feel elated, euphoric and appreciated and I hope this inspires someone to keep fanning the flame of purpose until society is impacted sustainably.

”

*My brand is uniquely differentiated as we specialize in consultancy that speaks critically to certain sectors of the economy and leaders (High Network Individuals).*

# ADENRELE SONARIWO

-Consultant - Art, Culture & Tourism



**CEO- As an entrepreneur in an environment that is not so enabling, what are some of the sacrifices you have made to grow as an entrepreneur?**

In the years when I started, I missed a lot of family and friends functions/social activities. I also had to make financial sacrifices.

**CEO: Tell us more about the "Young Contemporaries" project?**

Our Young Contemporaries initiative now in its 5th year has become this very important platform that gives young artists the tools and resources they need to succeed critically and commercially in the art world.

**CEO: You quit your job with Price Water Coopers, one of the largest audit firms in the United States to pursue your passion for arts which eventually led to the birth of Rele Gallery. What major life lessons did you learn from this transition?**

I have learnt that it is important to love what you do because it is what you love that keeps you going during the tough moments. Secondly, consistency is key and you must keep going. Lastly, Hard work pays off.



**Love what you do  
Consistency is key  
Hard work pays off.**





**CEO: How do you think artists and creatives can increase their market value?**

By being authentic and strategic about their artistic practice.

**CEO: What would you like to be remembered for?**

I want to be remembered for impact, for having contributed to someone's life positively.

**CEO: What new exhibitions and new projects should we look forward to from you this decade?**

Our mission is still the same, we want to continue to trigger the appreciation of the arts to local and international audiences. The challenge for us is to attract new audiences. More international activities for us are in the works this decade, as well as career-defining exhibitions and opportunities for artists.

**CEO: What does being a Lord's Achiever mean to you?**

I am honoured and grateful for the recognition and I am inspired to do more.



*Our Young Contemporaries initiative now in its 5th year has become this very important platform that gives young artists the tools and resources they need to succeed critically and commercially in the art world.*

//

I want to be remembered for impact, for having contributed to someone's life positively.

ADENRELE SONARIWO



# DR. NINI IYIZOBA

-Medical Doctor, Women's Health Advocate



**CEO: What is life as a medical doctor like in Nigeria? Tell us about your journey so far**

Life as a medical doctor is interesting, especially in Nigeria. After high school in Nigeria, I left the country and attended St. John's University New York. I graduated with a degree in Biology/PreMed after which I went on to Avalon University School of Medicine and graduated, as a medical doctor, did my internship in Internal Medicine at Aultman Hospital, Ohio. After that, I somehow found myself back here in Nigeria where the journey all began and I'm glad to be home. Sometimes, life as a medical doctor can be really stressful but there is a certain sense of fulfillment that you get from positively impacting a patient's life. My life as a medical doctor here in Nigeria is different than what it would have been if I were still living in the United States. In Nigeria I have been able to dabble into so many other things. I am an entrepreneur, a restaurateur, a businesswoman, a writer, a speaker, a health and wellness advocate and coach, I have a health and wellness talk show ASKDRNINI that I created and produced, I run a Women's Health foundation and then, I am still a medical doctor. So, yeah, it is a very interesting life and its very fulfilling.

**CEO: Since moving back to Nigeria, what's the most challenging experience you've had running multiple successful businesses?**

If I am to be honest, it's not easy running a business in Nigeria, let alone having several of them. Some days I want to tear my hair out, other days I want to just hide in my room and make the issues go away but I can't. I think for me though, one of my major issues initially was the lack of honest and dedicated staff. It was hard finding dedicated hardworking people that were genuinely interested in the growth and success of the businesses. I don't know if my recruitment agency was sending me the wrong people but I found that I would go through a lot of trouble training employees and after all my investment and hard work, they would still not be the right fit. That really frustrated me initially and I almost gave up but thankfully, we have been able to overcome that for the most part.

**CEO: Tell us about your NGO , Nini's Women's Health Awareness Foundation.**

The Dr. Nini Women's Health Awareness Foundation was created out of love and a love for other women just like me that struggle with infertility in life. Our aim is to first end the stigma surrounding infertility. We need people to understand that infertility is very common and it is a medical condition just like

any other such as high blood pressure, and women and men must understand that the fact that you have been diagnosed with infertility does not mean that is the end of the world. No! It is not a death sentence. In-fact more people need to speak out about it because when there is more awareness, there is more education, and when there is more education, people are more accepting. Through the Dr Nini Women's Health Awareness Foundation, I have been able to organize medical outreach programs directed specifically for women to help educate women on the importance of regular health screenings and also various programs that raise awareness about reproductive health disorders such as endometriosis, and provide fertility health coaching for couples dealing with infertility. Our launch event took place in 2015; 'Kick Off Endometriosis' Event was aimed at creating more awareness about a rising cause of Infertility known as Endometriosis. In 2016, we had another event 'Positive Vibes Only' discussing Mental Health and Infertility and mainly aimed at the importance of having a positive mindset during the infertility struggle and we provided resources for women who may be dealing with Anxiety and Major Depressive Disorder. In 2017, We held the 'Keep The Passion Alive Event' and very recently in 2019, we had the 'Preparing For Pregnancy' Event. In addition to this, we have had various educational programs aimed at educating young women in the universities about sexual health behaviors and how it may affect fertility. We have also partnered with a few fertility clinics to provide free health screenings and certain treatments for women. We recently launched the FERTYL LIFE BY DR NINI network which is just a group of women who are united because they share something in common and provide support for each other by sharing their experiences and success stories. We have also recently launched the FERTYL APPAREL, which are just fertility and infertility awareness gifts such as T-shirts, mugs, hats, socks, pillowcases and greeting cards etc that are inspirational, funny and give hope to those dealing with this. Proceeds from the sales of these items would be applied towards more women's health awareness programs.

**CEO: What are you set out to achieve with the foundation?**

Our aim is to increase awareness on reproductive health conditions and how it pertains to infertility, educate people on infertility and provide resources to help and support those dealing with infertility in whatever measure that we can provide. Also, we increase awareness and educate women about life threatening women's reproductive health conditions and advocate for Sexual health and Reproductive Health. In addition to that, we would like to end the social stigma surrounding Infertility. The more we talk about it openly, the more we learn and the more people start to get comfortable with it. People need to be able to say 'Yes I am Yet To Conceive and that is not really my fault, still I'm doing everything in my power to make it a reality!' It's as simple as that really.

**CEO: What's the biggest career or business decision you've ever made?**

Moving back to Nigeria! All of the time I was away, I had really structured my life around living in the United States. I mean, I had planned to come back to Nigeria when I turn 50 years old. I had it all planned out, where I would live, where I would work etc So, to go from that to moving back to Nigeria right after my internship was a big life changing decision because It was going to change everything. I was scared but I did it anyway and I'm glad I did because like I said; It has allowed me to spread my wings and explore so many other opportunities.

**CEO: Tell us about an experience that has had the most impact on you.**

A few years ago, I organized and carried out a health screening in my hometown of Anambra state. It was something that I had planned impromptu because I was only around for the holidays. I had spoken to the local hospital and got a few doctors and nurses to volunteer to join in the screening program and we had decided to test the basics; hypertension, blood sugar, cholesterol, Risk Evaluation for heart disease etc The turnout was much more than we had anticipated and the people were really glad that we organized the screening. We had basically counseled them and gave out medications where necessary, we didn't even carry out any surgeries. Yet, it was such a big deal for them! They were so grateful and appreciative that throughout the holiday, people would drop in to the house to thank me. It really meant a lot to me because it shows just how far a little gesture could go and how much people require medical care, they just don't have access to it.

**CEO: What are your thoughts on areas the ministry of health should focus on.**

Well, I would say our healthcare system still needs a lot of work. For starters, they should aim to make health services more affordable for the low income earners in our country. When it comes to maternal deaths, our rates are alarming. I have heard of situations where throughout a woman's pregnancy they never get to visit the doctor and never receive any prenatal care or counseling throughout because of lack of affordability. In such instances, some make it alive while some don't due to complications that could have been prevented with proper planning. Also, our hospitals need well trained and motivated staff in order to provide proper care to patients.

**CEO: How do you motivate them?**

Well, one way is to pay them well and provide equipment that makes the job easier. We don't have enough doctors that are willing to work because of poor salaries and lack of appreciation.

Finally, I think it's time to treat Infertility as a public health concern and I would like to see The Ministry of Health develop a national plan for infertility prevention, detection, and management.

**CEO: What does being a Lord's Achiever mean to you?**

Being a Lord's Achiever is a great honor. I feel very privileged to be chosen as one of the honorees of this year's awards. Receiving such an honor and recognition as an Achiever in the health sector is indeed fulfilling. It means that all the hard work, the setbacks, the perseverance has not been in vain. With this recognition, I feel even more compelled to do more to positively impact women's health in Nigeria and also inspire more people to do the same.

**I think it's time to treat Infertility as a public health concern and I would like to see The Ministry of Health develop a national plan for infertility prevention, detection, and management.**



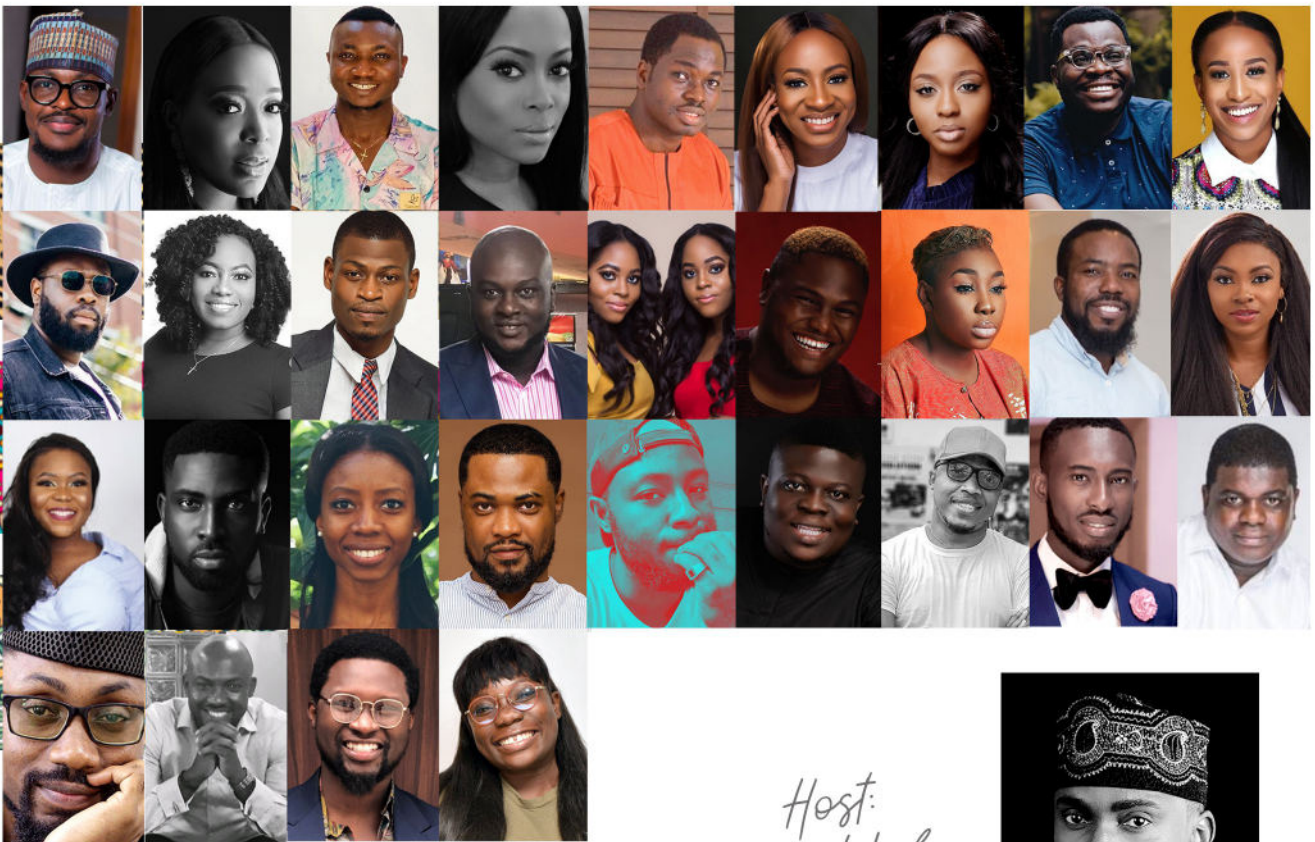
//

We increase awareness and educate women about life threatening women's reproductive health conditions and advocate for Sexual Health and Reproductive Health.

DR. NINII YIZOBA

# THE AFRICAN MILLENNIAL RADIO SHOW

WED & FRI | 2PM on



Brought to you by:



getupinc

[WWW.GETUPINC.COM/PUBLICATIONS](http://WWW.GETUPINC.COM/PUBLICATIONS)

Supported by:

**BUSINESS DAY**

**Encore**




 A portrait of Ivie Temitayo-Ibitoye, a woman with short dark hair, wearing a black off-the-shoulder dress with sheer sleeves, a gold necklace, and a watch. She is standing with her hands clasped in front of her.
 

# IVIE TEMITAYO-IBITOYE

-Founder,/Lead Consultant, WorkInNigeria

## CEO: What is a day in the life of Ivie Temitayo-Ibitoye like?

Well, my days are usually busy. When I am not slugging it out at my 9 to 5, I am working on helping organisations develop structure and processes as well as helping young individuals become more employable for future job opportunities

## CEO: Why Recruitment and HR Development?

I believe that every organization can be as successful and dynamic as they envision, if they have the right Talent and processes in place and every Nigerian can have the career of their dreams if they find the right environment and opportunity. Recruitment and HR development gives me the opportunity to work with MSME'S and corporate organisations to find and retain the best talent as well as work with individuals to attract and retain their dream jobs.

**CEO: You've worked with numerous reputable companies to recruit talent. Based on your vast experience in HR, what advice would you give a young unemployed graduate or a final year student who is about to make the transition from campus life to the real world?**

My advice to unemployed graduates and students will be to; Seek volunteer and internship opportunities: This will help

you to gain experience and increase your network.

- Invest in Personal development: Attend training, seminars and networking mixers that will expand your knowledge, skills and your network.
- Be proactive and clear about your career choices and take active steps in that direction.
- Put your best foot forward always so ensure you have a captivating resume and profile on LinkedIn and other social media platforms.
- Do not be shy about your unemployment status, tell as many people as possible so you can be better positioned to know about job opportunities.

## CEO: How would you describe working with Millennials? What's the good, the bad and the ugly?

Working with millennials has truly been enlightening. I have discovered that organisations have had to make changes they never envisioned making just to attract and retain millennials. Millennials however have some very great qualities that are extremely useful to thriving organisations. For example, they know what they want, though attracting them can be difficult, if they feel comfortable in the company, they will commit like



//

Ensure you start with a global view in mind. Get all the necessary policies and processes in place and gradually build on it as you grow.

—  
I V I E T E M I T A Y O - I B I T O Y E



# TOKUNBO ADETONA

---

# JAY CHIKEZIE

-Founders, Nairabox

**CEO: Describe your brand, Nairabox in three words**

ITOKUNBO: would describe Nairabox as Innovative, Convenient, Trustworthy

**CEO: What is Nairabox' unique selling point?**

TOKUNBO: The ability to provide value to all the stakeholders in the lifestyle business. Promoters, Cinemas, Food vendors, Payment channels, end-users, third party resellers, sponsors etc.

**CEO: What's the biggest lesson you have learnt from the challenges of a startup founder in Nigeria?**

TOKUNBO: If you believe in what you are doing, keep at it. Fail forward.

**CEO: What is Naira box growing into?**

TOKUNBO: A unicorn. We want to change the culture in Africa from one of accepting what is and delivering what could be. Lifestyle is novel industry and one we believe has the potential to reach millions

**CEO: As individuals and partners, how do your personal do**

**values influence the company culture, products and service delivery at Nairabox**

TOKUNBO: There is a culture of self-belief and devotion to providing value. We innovate, we persevere and repeat

**CEO: What motivates you to go back to the office the next day?**

TOKUNBO: The team, the customers and the potential. I'm excited to build a new and exciting industry in Africa in the

//

**If you believe in what you are doing, keep at it. Fail forward.**

//

nobody. Secondly, Thanks to the internet and its many tutorials, young people spend a lot of time researching and investigating everything that catches their attention. As such, they are found to be proactive and versatile workers, capable of developing abilities beyond the main ones for their jobs and which will bring added value and differential to the company. The negative aspects though are that Millennials do not respect authority and are known to have no regard for work ethics.

**CEO: A lot of young people these days want to start their own thing, be their own boss and run their own business. Older people feel this is a problem considering most of them lack workplace experience. What are your thoughts on this?**

The world is changing fast and people now have easier access to resources and avenues where they can gain knowledge and the required information to build their dreams or businesses. With people like Mark Zuckerberg as mentors, young people now believe they have what it takes to build thriving successful businesses and excel at it.

This does not however, invalidate the importance of gaining the required work experience in a particular field before venturing to start a business or own a company; the methods however are changing and we have to be okay with that.

**CEO: As a HR development expert, what are the most important things you would tell a young entrepreneur to consider before starting out?**

It's important to have a mentor/mentors who have towed that path before and have a wealth of experience and expertise you can learn from.

You have to be ready to do the work. Rome wasn't built in a

day and your venture will not become global in one attempt. It's important to consistently put in time, effort and energy in order to get the desired result.

Properly define your personal vision and goals and ensure that they align with that of your entrepreneurial venture. Be sure of the standards you want to set before going into the business and the quality of work you want to be defined by.

Ensure you start with a global view in mind. Get all the necessary policies and processes in place and gradually build on it as you grow.

HIRE RIGHT. Do not fall into the 'let me help my people trap', but ensure you are intentional about hiring the right people and building the right team.

**CEO: If you could write a two-line to your 18-year-old self, what would it be?**

Don't waste that summer holiday, learn something new and meet new people.

**CEO: What does being a Lord's Achiever mean to you?**

It truly means a lot. I am truly just an ordinary girl going about my truest passion but being recognized and celebrated for the achievements so far is truly humbling and super encouraging. I am much more motivated now to do more.



*The world is changing fast and people now have easier access to resources and avenues where they can gain knowledge and the required information to build their dreams or businesses.*





//

**The team, the customers and the potential. I'm excited to build a new and exciting industry in Africa in the lifestyle space.**

TOKUNBO ADETONA

**CEO: Describe your brand, Nairabox in three words**

JAY: I would describe Nairabox Lifestyle, Convenient and Cool brand

**CEO: What is Nairabox' unique selling point?**

JAY: To the customer, it's your one stop lifestyle shop, giving you access to all the cinemas across the country, top events and delivery of your hot meals from your favourite restaurants. To the vendors (cinemas, Event Promoters and Restaurants) on our platform, it's the fact that we have widened our customer base by integrating into larger platforms like banks to enable them to provide our services to their customers.

**CEO: What's the biggest lesson you have learnt from the challenges of a startup founder in Nigeria?**

JAY: Consistency and Hard work is the key to success. There will always be trying times where it seems like everything you have worked for is crumbling but it's at these times you need to double your efforts.

**CEO: What is Naira box growing into?**

JAY: Nairabox is growing into a lifestyle service platform, using the offerings we provide to offer different services to corporations based on their need.

**CEO: As individuals and partners, how do your personal values influence the company culture, products and service delivery at****Nairabox**

JAY: Integrity is very important to us, how we work and how we treat each other as a team. We have a number of clients from small, medium to large scale companies who trust and believe in our relationship, so integrity is so key, it is vital to our company culture and the major fabric in which our company is built.

- Excellence is a key value that impacts our company, we strive for excellence in all that we do, how we present ourselves and how we deliver on our promises.

- Self Motivation, we have achieved a lot of amazing feats in the last 4 years we have been in operations and we have also experience a lot of challenges and motivation has been key to us as individuals and as a team and will continue to be.

**CEO: What motivates you to go back to the office the next day?**

JAY: We have not scratched the surface and we owe it to our amazing team and everyone who believes in us to achieve the dream we promised.

**CEO: What does being a Lord's Achiever mean to you?**

JAY: It's great to be recognised for the work we have done, I am honoured. It has fueled my drive to attain greater heights.



**Excellence is a key value that impacts our company, we strive for excellence in all that we do, how we present ourselves and how we deliver on our promises.**





//

We have not  
scratched the  
surface and we  
owe it to our  
amazing team and  
everyone who  
believes in us to  
achieve the dream  
we promised

J A Y C H I K E Z I E





# JOLA AYEYE

---

# JOHN ADEWUSI

-Founders, Salt & Truth TV

**CEO: Tell us about the measures you take in ensuring excellence in production?**

John - Creating a space where people can do their best work, an environment where everyone feels respected and heard.

Jola - Respect is key on set. Keeping the lines of communication open between all cast and crew and honestly allowing people to do their jobs. Unnecessary micro-management always hurts the production process.

**CEO: You recently produced a project titled, "House Girls" which addresses domestic violence, slavery, Child Abuse among other themes, how has the impact of such a great production been?**

John - It's an issue that has long been swept under the rug and filed under "it's a huge part of the status quo. Everyone has one " As if these kids are invisible. With the video, people are more conscious and aware that these kids are not invisible and deserve to be treated better.

Jola - The conversations about domestic servitude and child

labor that came after the production was enlightening. Hearing people change their thought processes about what constitutes domestic slavery and the rights of children was wonderful. As a nation, we still have a very, very long way to go but this was a good step in the right direction.

**CEO: Should we expect more socially themed Productions from you and your team?**

John -Yes. One of our goals is to be a mirror to society so people can see their true selves. What that mirror shows and how it is received is unique and subjective per individual/community.

Jola - Of course! We think it's important to use entertainment as social commentary, not as a lecture per say but as a mirror. It's very important.

**CEO: Do you think that African filmmakers are authentic enough in telling African stories?**

John - I don't think there should be a benchmark on what an authentic African story is/ should be. However, I think there hasn't been enough support for true storytelling. A large part of the culture in Africa is somewhat secretive and with that comes

//

We think it's important to use entertainment as social commentary, not as a lecture per se but as a mirror. It's very important.

J O L A A Y E Y E

a lot of censorship and barricades by family, community, and society at large. There are a few people breaking that mold and championing the discourse no matter how raw/unrefined it is. Authentic storytelling is taking the stories in their rawest forms, polishing and refining it (this is where skills/development and equipment come in) and still keeping its core through it all. This is what most filmmakers should strive for.

Jola - Authenticity varies as a result of nature and nurture. The personality of the storyteller, the ways in which they've grown up and their experiences are what determine their own version of authenticity. Beyond that, filmmakers are allowed to dream, imagine and create. I think there is a harshness with which African filmmakers are judged for their art. There is more than one way to be African, and so there are a myriad of ways to be authentic.

**CEO: What good difference are you bringing to the media industry in Africa?**

Laughs-

John - A flavor that shows how multidimensional Africans are. Our stories can have different layers just like our people. These layers are what we want to present to the world.

Jola - Our own creativity.

**CEO: With new streaming platforms providing bigger opportunities for filmmakers, what advice or strategies would you give new filmmakers in making their content get global?**

John - I think the story should be able to travel beyond your small circle. Travel in this context could be around your community, your city, state, country. As producers in an industry that is emerging it is important that people can see

themselves in the characters and stories you tell. We are at the start of the content revolution in Africa and what's a revolution without numbers! To get the numbers there needs to be a semblance of relatability in the story. That's what we look for from projects we develop/support.

Jola - Think beyond your current audience, not just in terms of the storyline, but also format. Streaming platforms are not constrained by a lot of the limitations traditional networks and broadcasters are, Think differently.

**CEO: With reference to the production of Black Panther, what are your thoughts on the value of African Millennial conversations?**

John - That is relevant and very important with everything happening now. It'll do the powers that be a huge disservice to ignore it. The African millennial is in every nook of the earth and the internet connects us. With a black panther, we saw Wakanda go around the world thanks to conversations on social media.

Jola - Hmmm I think it's freshness. The adolescent and young adult experience have always been a goldmine for content and storytelling the world over but the African version of that has not yet been explored. While we have some of the same experiences, there are experiences we have not yet shared on a global platform. Those new stories initially shared through conversation, have immense value.

**CEO: What does being a Lord's Achiever mean to you?**

John - That we are on the right path. Just getting started but there's so much more to do.

Jola - It means encouragement. That we're doing something right!

*Think beyond your current audience, not just in terms of the storyline, but also format. Streaming platforms are not constrained by a lot of the limitations traditional networks and broadcasters have, think*





//

We are at the start of the content revolution in Africa and what's a revolution without numbers! To get the numbers there needs to be a semblance of relatability in the story.

JOHN ADEWUSI



# JOSHUA CHIBUEZE ODUNAYO EWENIYI

-Founders, PiggyVest

**CEO: If you go back to the first few months of starting Piggy Vest, what would you do differently?**

Nothing, we think it turned out exactly the way it was supposed to be. It's a journey that started out as an experiment and grew and is still growing into this huge, amazing platform. We couldn't be happier about the story so far. The sequence of events that led to Piggy Vest as you see it today is basically perfect.

**CEO: Describe your biggest challenge as a tech entrepreneur in Nigeria and how you are scaling through**

Our biggest challenge is the same as all entrepreneurs' - the funding issue. When we started Piggyvest, it was bootstrapped for a year and a half before we got our first external cash injection. That 1.5 years would've definitely been made easier if funds were available. We've since gone on to raise a seed round, and we consider ourselves one of the lucky startups.

**CEO: Your company, PiggyVest and your previous brands, including PUSHCV, were born out of strategic partnerships and collaborations. In a country where a lot of people find it hard to do business together because of lack of trust, discipline and dedication, how have you been able to get**

**the best for your team and partners through partnership?**

Again, with a healthy amount of luck. The entire founding team is made up of graduates of the same university - Covenant University - so we had a relationship before going on to start these companies together. And then we also learnt to set healthy boundaries in our working relationships with each other and with our partners early on. The keys for us have been transparency on all fronts so that there's nothing that we're considering or working on that isn't open knowledge to the parties involved.

//

**We couldn't be happier about the story so far. The sequence of events that led to Piggy Vest as you see it today is basically perfect.**

//



//

The keys for us have been transparency on all fronts so that there's nothing that we're considering or working on that isn't open knowledge to the parties involved.

ODUNAYO EWENIYI



**CEO: What advice would you give younger entrepreneurs on the subject of partnerships and collaboration?**

Be transparent and open. Build strong relationships with your peers.

**CEO: What are your thoughts on the culture of saving and investment among African Millennials?**

Definitely improving. Millennials are realizing now that their financial future is solely in their hands and they're making the right moves to secure it. We like to think that we have had something to do with the improvement that's been recorded since we launched in 2016. Thousands of stories of young people saving and investing and going on to achieve their dreams show that we're on the right path.

**CEO: What would Piggyvest be doing at the end of this decade?**

Continuing to empower young Nigerians to manage their finances in a way that's uniquely clear, accessible and affordable. As a digital wealth manager, our success will continue to be reflected on how well our users are doing.

What does being a Lord's Achiever mean to you? For us, it means we're doing something right. It essentially means to us "well done and good job". We appreciate it.

”

*Millennials are realizing now that their financial future is solely in their hands and they're making the right moves to secure it.*

//

The keys for us have been transparency on all fronts so that there's nothing that we're considering or working on that isn't open knowledge to the parties involved.

JOSHUA CHIBUEZE

# SAMUEL PERRY

## (Broda Shaggy)

-Creative Artiste



**CEO: You've been described as one of Nigeria's most influential content creators in recent times, how does this make you feel?**

Being described as a content creator has helped me create my identity in the industry. It is such a surreal feeling. Everyday I am encouraged and motivated not to give up.

**CEO: Take us through your journey from being passionate about acting, to taking up the challenge to start producing skits and now being a household name.**

My journey wasn't an easy one. Growing up, I had a passion for acting and although my background wasn't a rich one, I pursued my acting dream by acting in school during my secondary school days.

My love for acting only increased when I gained admission into the university. I had my first acting group called Stage Addicts. I was the leader, I created stories, choreography, wrote the songs for the performance and I was still a visual arts student which means I was drawing and painting as well. It wasn't easy for me combining all these but I was so determined to be a TV super star so I started going for movie auditions where I got small roles to play. I started my online skits when I was in my third year in Unilag. My first character

was 'Inspector Perry', Professor Dele' and later 'Akanbi Ibadan'. These characters weren't getting recognition so I decided to take it to another level.

After I left Unilag, I wanted to do something no one in the skit industry had ever done. That was when I came about BRODASHAGGI and my first video was very controversial so it went viral and people were amazed at such creativity and uniqueness. That was how it all happened.

**CEO: What was your biggest fear when you started?**

My biggest fear was Consistency, how I was going to sustain that character for so long by not making my fans get bored of it.

**CEO: You've expanded your reach to YouTube and have bagged acting roles in some of the biggest movies of our time, how are you able to meet all the demands that come with the work, especially when it comes to consistency in delivering captivating and engaging content?**

Delivering captivating and engaging content for my fans is important to me. That's why I recently started creating longer content for them on YOUTUBE so they can get more of me. I have also been able to feature in most of the biggest movies in



the Nollywood industry because I'm trying to still reach a wider audience and maintain consistency in delivering quality content.

There is a percentage of people who don't use social media that I have been able to reach through movies.

**CEO: What sets you apart as a storyteller?**

My stories are day to day activities of an average Nigerian. Everyone can relate to it no matter where and when I tell those stories. This character (agbero) is a generally known character. Everyone must have in a way or another come across these characters (agberos) and they know what they are capable of and their speaking manners.

So my fans abroad who have not been home for years are always looking forward to my skits because through my skits, they can see the Nigeria they left a long ago and most times I get the messages in my DM like "ahhh BRODASHAGGI, do you know every time I watch your skits, you make me remember home" Yes! That's my target! That's what my stories are meant for.

**CEO: How do you think African content creators can evolve, maximize, and expand their reach to create enviable (global) value?**

The only way is to think outside of the box, to globalize your ideas so it can be generally accepted. The music industry has been able to do that with the likes of Wizkid, Davido, Burnaboy, Tuface, D'banj and many more. Afrobeats is now

globally recognized and that has given Africa itself some respect we hardly get. The comedy industry too can also do this. All we need to do is create content that is outside the box. Never stop thinking, Never stop evolving.

**CEO: What's your creative process like?**

I like to be alone to think and create new ideas. From me, writing the scripts at night/midnight is the best time for creative thinking then I proceed to call my directors and actors. Next I get securities for my shoot and everything else on set. Working ain't that easy but it's what I love doing so it's more fun and less work.

**CEO: Tell us 5 things you must have done as a creative entrepreneur by 2030.**

As a creative entrepreneur, by 2030, I should have my entertainment school already that consists of acting, dance, music, visual arts, modeling and broadcasting. That's my big vision and I am sure I am going to have it by God's grace and hardwork.

**CEO: What does being a Lord's Achiever mean to you?**

It means everything in the world to me. It means I must affect people positively with what I do, it means I must keep working and never stop creating, it means from today being given this award, I must triple my hustle. Inspire others to do more.

”

*The only way is to think  
outside of the box, to  
globalize your ideas so it can  
be generally accepted.*

//

By 2030, I should have my entertainment school already that consists of acting, dance, music, visual arts, modeling and broadcasting.

SAMUEL PERRY (BRODASHAGGI) —





*The growing film-maker*

# MOLADE BALOGUN

*strongly believes Africa has  
an incredible amount of  
untold stories!*

**CEO: Tell us about your background, where you grew up and at what point did you decide to relocate?**

I was raised in the heart of Ogba, Lagos. It's just like every other Lagos street in the 90's. It had a strong sense of community, lots of kids and we played a lot on the streets of Lagos. I attended Sherry Ville in Ojodu, Airforce Secondary School in Ikeja and Babcock University in Ogun state.. Growing up as the only boy among three sisters played a key aspect into shaping who I was until my teens, I was the third born by the way so my sisters and I had a close relationship, they are my best friends. My sisters and I will play a lot and always try to act like other personalities which was good for me because I knew I wanted to make films

since I could remember. My parents are very eccentric and open-minded people which was a privilege for me as I found myself seeing life beyond my social limitations. They supported me with my dream which is very important if you are chasing something this big. I spent most of my time making up stories in my head and always making use of my imagination. School was not my biggest strength, I was more a creatively driven person. I remember my last years in Babcock University before I decided to stop schooling, this was early 2015. Moradeun Balogun, my sister, walked up to me and asked me if I wanted to become a professional filmmaker because at that point I was working for an editing company which led me to writing Clarence Peters' debut. After the discussion with her, I decided it was time to expand my horizons, my creative knowledge and move to America to further my education.





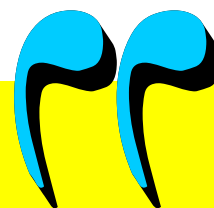
**CEO: How would you say your relocation has contributed to your growth as a film maker and as a creative?**

I moved to America on my own, it took me a while to get adjusted to the system but in due time I found myself adapting well with my surroundings. America is nothing like what you see or hear on TV or the Internet but I was determined. I attended the motion picture institute and graduated as the best director with my directorial debut, *Menacing Matrimony*. Having the experience of being top of my class among Americans while telling their stories was what motivated me to keep going. I was surprised at how far my abilities extended me into winning numerous festival awards and building an American Audience with a new age Nigerian style of film making.

**CEO: How were you able to balance the new things you learnt with the knowledge you had from Nigeria?**

I won't say this is a situation of balancing different knowledge; Nigerians are incredibly civilized so most of the American knowledge was not new to me. I came to realize we are all doing the same thing. My experience as an American filmmaker has shown me that there is a level of attention to detail when making a film or telling a story and that's the last ingredient to making Nigerian and African film delicious and leaves you wanting more and more.

In America, no idea is a bad idea, it either works or not so that made me extend my limitation as a filmmaker.



I attended the motion picture institute and graduated as the best director with my directorial debut, *Menacing Matrimony*.



### CEO: What are the opportunities in film you see in Africa?

I strongly believe Africa has an incredible amount of untold stories, which given the right attention, it can even unfold into creating new genres in film making which can benefit both the art and financial aspect in African film culture. As a Nigerian Film maker, I am nothing but excited to be given the opportunity to show the world that we Africans have no limitation. We can offer the same level of quality but with original stories and an incredible attention to details. From the artistic point of view in film making, Africa offers a wide range of magnificent locations, talents and creative minds that if inspired enough, they can put together something that makes the rest of the world focus more on Africa from a entertaining and positive point of view.

### CEO: As a film maker, is there a particular film genre you admire? How can you work in that genre using African contexts?

I admire dark comedy. Dark comedy allows me to tell African stories with more creative control, which is important for me to give the story all the attention it needs without having to compromise. We are free spirited and very entertaining people and our stories need to show that. Our stories need to show how we have been slow cooking in life but we are now ready to serve a delicious meal of incredible filmmaking. This kind of filmmaking is not just entertaining but creates open-minded dialogues which is how you inspire people, make them think about the story and influence their way of life for the better or entertain them to the point that it will make them come back for me. Making movies is not just for me but for the people that watch it. Filmmaking is a tool and it should be used to make life better or show people the truth. We have movies we are proud of watching and how it affected us and I want to give that to Nigerians.

### CEO: What would you be doing in 5 years?

In five years, I should have completed my first feature length and I should have created a stronger foundation for my team and I in filmmaking. I am not trying to take the Nigerian and African cinema to the next level, Nigeria has intelligent and talented filmmakers that can accomplish anything they set their mind too. I look forward to working with my people. I want to introduce my perspective in storytelling and my style of filmmaking to the industry that will expand the universe of genres, which will also be beneficial.



*As a Nigerian Film maker, I am nothing but excited to be given the opportunity to show the world that we Africans have no limitation.*



# 7 Ways

## Traveling Can Give You Inner Peace



*An enemy of Peace (Corona virus) A disastrous pandemic affecting the human ability to have Peace and enjoy Sanity. This will educate us more on how to value the health sections of our Travel Manuals. Adequate checks must be done when planning a trip of any kind, necessary vaccinations must be taken. We are all ambassadors in this current situation in our homes. We can either protect or destroy our families..KEEP THE DISTANCE, HAVE HAND SANITIZER WITH AT ALL TIMES, AND ALWAYS WASH YOUR HANDS WITH SOAP EVERY NOW AND THEN!!!*

To attain a higher level of PEACE, that is the attitudes, institutions, and structures that create and sustain peaceful societies, you need a maintainable and open Tourism sector.

The more sustainable a country's tourism sector is, the lower the level of violence and conflict will be.

Do you regularly feel stressed at your day job? Do you feel a sense of "tolerable anxiety" sometimes? Maybe it's because you know deep down, you are not pursuing your desire to travel the world, and that fire within you keeps telling you to get THAT one-way ticket.

On the other hand, you may have already made that leap of faith and you've taken the time off to do some long-term traveling. You're feeling excited, but also a little nervous, wondering what the foreign/unknown lands hold.

There are many ways traveling can give you inner peace, and I have highlighted 7 MAJOR ones that have proven effective with people I have come across, and in my 13 years of being an IATA Certified Travel Consultant:



## **Traveling gives you the ability to unplug and relieve “burnout”.**

“Burnout” occurs when we put so much pressure on ourselves to produce results, whether for work, or personal relationships.

Traveling brings “Introspection”, where you sit back and analyze your work and life priorities. It gives you a sense of reflection in ways that would never have been achieved in your daily “busy” and “material success” driven lifestyle.

Even if it is a short term trip, after which you will return to your day job, it's an amazing and fulfilling way of recharging your batteries. The time off will also have a positive effect on how you manage things at your job and home front, giving you new perspectives.

## **You learn to keep things simple and live with less.**

Life is peaceful when it's simple. Through the travel mentality of living with less, you start to learn to live with less in your daily life, and you realize you don't need a lot, like more than one car, or even as many household items as you possess.

This also puts you in the frame of mind letting go of “dead weight”. For example, returning home after a few weeks or months away, you begin to eliminate all unnecessary work gossip, and figure out ways to get your boss to tailor your responsibilities to only those that show you at your best.

This could be termed as being what I like to call a “Career Minimalist.” Not in a sense of lacking work ethic, but by simplifying things at work.

## **You realize you no longer need various “luxuries”.**

When you're traveling on a budget, you have to sacrifice some luxuries. Like substituting staying in a hotel with staying in a well-equipped hostel, for a good portion of your travel period. You find out it's not as bad as you thought. You also get to make amazing connections and relationships with people from all over the world by staying in hostels.

Things might not always go as you plan but if you have been able to accustom yourself to occasional “uncomfortable” situations, you have a higher tolerance for “tough luck.” When external events don't go your way, you don't dwell, rather you're off on the next adventure.

## **It establishes a stronger sense of gratitude.**

Many countries are very blessed with beauty, yet poverty struck. This will humble you and give you gratitude for the things you do have. Gratitude equates to peace of mind

*Traveling brings  
Introspection.*

## It will give no room for complaints in your life.

This is closely related to #4. When you travel, you get to see what other nations are experiencing. This allows you to reflect and appreciate where you are coming from.

You realize that complaining is draining. We generally have more peace in our lives when we are not complaining.

## Traveling to a new country and seeing a new culture is like learning a new philosophy.

Each country has its unique customs and philosophies. Being aware of these philosophies can be very beneficial to you.

With an open mind, these cultures & philosophies become a part of your inner being. We should work to adopt a more accepting, yielding and non-reactive sense of self.

## Traveling helps you live with fear.

Notice I didn't say overcome? That's because fear doesn't go away. I realized this, but I also realized it don't go away either. I can live with fear. You can too.

For instance, there was a man who was always scared of losing his job. He finally decided to go on a vacation and was uncertain about the safety of traveling to one of the world war countries. He felt guilty leaving a good boss and good company behind. He brooded and toiled. Indecision and fear followed him around like his shadow on a sunny day

When he returned from his trip, he had more clarity and finally took that step and quit. It was then he realized all his fears were laughable. They were illusions. His boss supported and even embraced his decision.

Traveling overseas has been nothing but pleasant experiences with people from many different countries.

Learning to live with fear, and experiencing that fear is just an illusion, will give you more inner peace and less stress in your life.

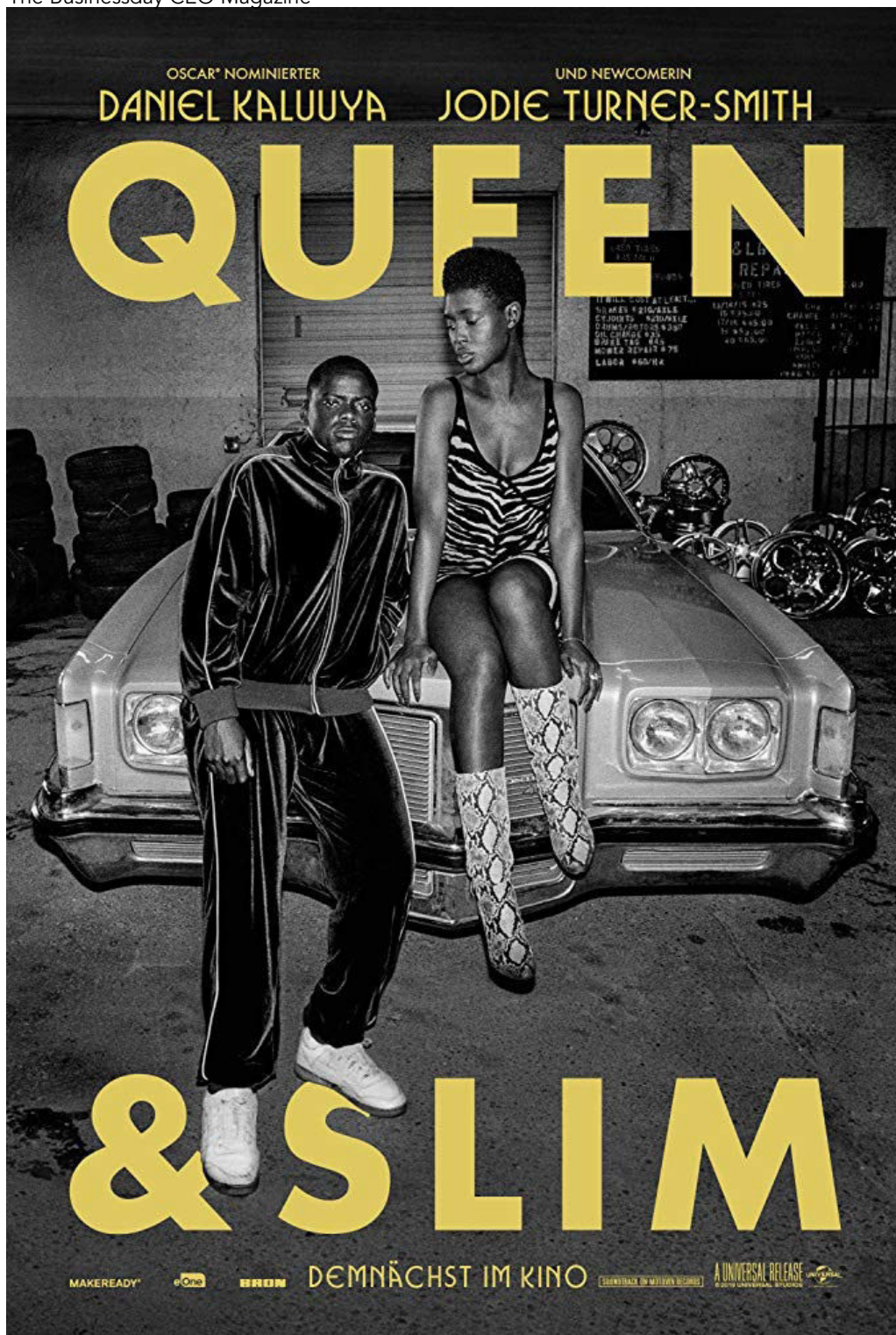
So remember, when you are making that decision to TRAVEL, you are deciding to invest in your INNER PEACE, which is the best investment you can ever make in your life.



*Each country has its unique customs and philosophies. Being aware of these philosophies can be very beneficial to you.*



Written by **Martins Odagwe**



# Movie Review

I must warn you ahead please do not judge this new movie by its poster and trailer, the movie was way better than both as they did better justice with the movie itself, I was thrilled. Sincerely I must confess that this movie was fantastic, I adored every bit of it from the word go till the very end, they killed it all leaving us breathless, speechless and in tears at the end, this one got to me and I must confess that I fought back my tears, as I couldn't comprehend how cruel this world could be. I was impressed with the storyline, a very touchy and sad story that left us all wishing it had ended better and in another way, even after watching it twice I still fought back tears despite seeing the movie earlier, that is exactly how this movie will leave you. I was pained and kept consoling myself that it was just a movie, although it was based on a true life story, I left the

cinema that day with my head down and my heart in pain, the honest truth I haven't felt that way in a long while about a movie.

The movie was directed by Melina Matsoukas and written by Lena Waithe, a very simple yet fantastic movie, they had just a few cast, but there was never a dull moment in this Drama movie that was more than 2 hours movie of the main cast being chased from one city to another by the police and yet we all didn't feel it at all. I loved the fact that they told a good story making it look so real, they did also take us back down memory lane a bit, to the days of old school clothes and cameras. The costumes, the cars used and the acting, were spot on as they tried to make the story relatable and convincing, I have seen this movie twice and each time I went close to tears consoling myself that it was just a movie and that I should be strong, well almost everyone left the



**The costumes, the cars used and the acting, were spot on as they tried to make the story relatable and convincing.**



hall in tears, some wailing out loud and then I understood how deep the movie was and that everyone could connect to it.

To get a proper grasp of the movie it is paramount that you start the movie from the very beginning or else you might lose the entire essence of the movie, they were basically 2 main black cast with loads of supporting actors, Daniel Kaluuya from "Wakanda movie" who played the role of Slim and Jodie Turner who played the role of "Queen". Slim had been sending Queen messages to get her attention and take her on a date, which she never responded till one lovely evening she responds and says lets have dinner tonight. He was so elated, delighted and shocked that he responded immediately and made all plans to show up and impress her, as they say "first impressions matter a lot" well she was far from being impressed at all, with his choice of restaurant, she

behaved like a proper queen and didn't like the food, on the other hand Slim loved the place and enjoyed the food.

The entire movie started on a fast pace on their way home after the dinner, they were stopped by a white guy who almost killed them and in the process of defense for his life Slim shot the officer and he died instantly, this was how he became a cop killer, the information was radioed across the country and they became the most sort after criminal in the country for 7 days, running from one city to the next, hoping to get to Cuba where they would have felt safe, sincerely it was actually self-defense, but no one was going to listen a black guy kills a white cop that's all they needed. You will need to see the entire movie to see how that race to save their life spanned out, the movie was extremely interesting and exciting.



**Cast:** Daniel Kaluuya, Jodie Turner Smith, Bokeem Woodie, Chole Sevigny, Flea, Sturgill Simpson

**Genre:** Drama

**Director:** Melina Matsoukas

**Ratings:** R (for violence, some strong sexual, nudity pervasive language, and brief drug use)

**Written by:** Lena Waithe

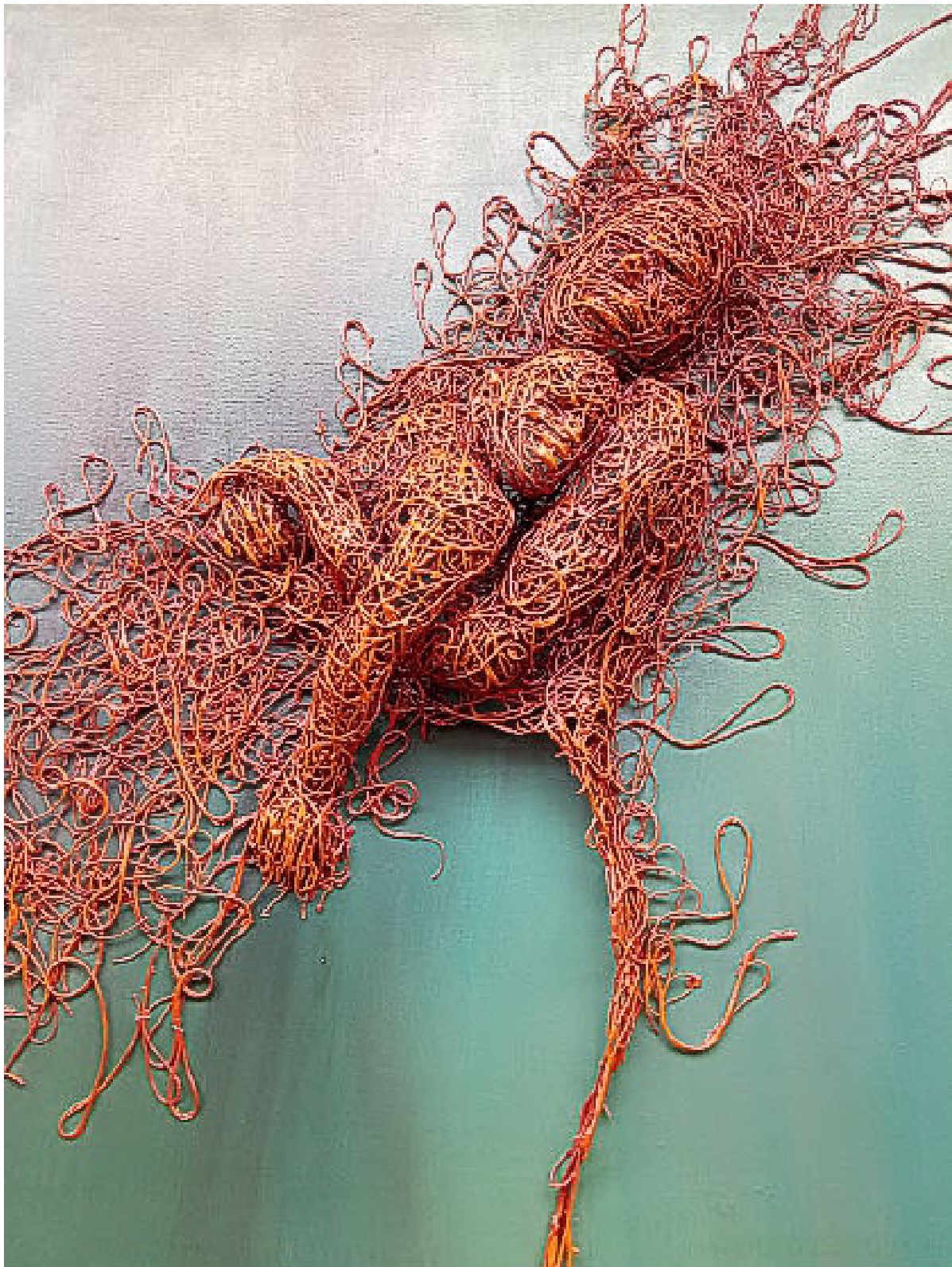
**Runtime:** 133 minutes

**Studio:** Warner Bros. Pictures

**Release Date:** November 27th, 2019

**To my verdict I would score Queen and Slim 9/10**, it was absolutely fantastic and mind blowing, I totally enjoyed the storyline despite my fighting back my tears all through the movie especially at the tail end the last few minutes of this movie, was the breaking of the Carmel's make sure you seat till the very end, so you don't miss the epic side of this movie. For those of you who enjoy drama and fantastic storyline this is the movie for you, you would thank me later that I made you see a good film. Although they surpassed my expectations and imaginations and I must confess despite my thought on how it was going to span out, the movie was just one you would never forget about in a hurry.

Feel free to review any movie of your choice in not more than 200 words, please send us a mail to [linda@businessdayonline.com](mailto:linda@businessdayonline.com) and stand a chance to win a free movie ticket | [@lindaochugbua](https://twitter.com/lindaochugbua)



**Dare Adenuga**

The Present and the Future (Threads on Canvas)

FOR ADVERT PLACEMENTS & OTHER ENQUIRIES

**BUSINESS DAY**

[Linda@businessdayonline.com](mailto:Linda@businessdayonline.com)

[lynda4real@yahoo.com](mailto:lynda4real@yahoo.com)

08026011296