

my story m a g a z i n e

HIGHLIGHTING
REMARKABLE
FORCES,
PROPELLING CHANGE
ON SOCIAL
NETWORKS.

Article;

- 2024 BUSINESS TRENDS
TO WATCH OUT FOR
- PROFIT METRICS FOR
BUSINESS
SUCCESS

C E L E B R A T I N G

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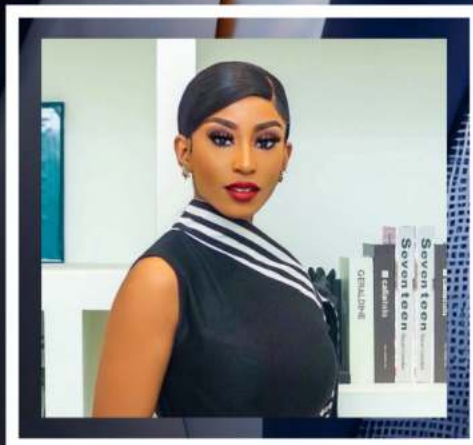
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PUBLISHERS' STORY



Dear Readers,

Welcome to a special edition of our magazine, dedicated to celebrating the remarkable change makers of Ghana who are harnessing the power of digital platforms to drive positive impact in their communities and beyond. In addition to showcasing these inspiring stories, we are also thrilled to present a collection of educational articles aimed at empowering our readers with knowledge and insights to create meaningful change in their own lives.

As editors, we are immensely proud to present the stories of Ghanaian change makers who are using digital platforms to innovate, advocate, and uplift others. From social entrepreneurs leveraging technology to address pressing social and environmental issues, to grassroots activists mobilizing communities through online platforms, each feature highlights the incredible diversity and creativity of Ghana's change-making landscape.

In addition to celebrating these inspiring individuals and organizations, we are also committed to providing our readers with valuable educational content to equip them with the tools and knowledge to become change makers in their own right. Whether it's learning about sustainable practices, digital literacy, or community organizing, we believe that education is a powerful catalyst for positive change.

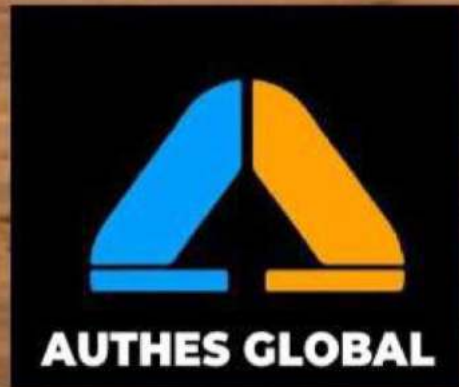
We invite you to dive into the pages of this edition, to be inspired by the stories of Ghana's change makers, and to engage with the educational articles that offer practical insights and guidance for creating impact in your own life and community.

Thank you for joining us on this journey of celebration, inspiration, and education. Together, let us honor the change makers of Ghana and empower ourselves to be catalysts for positive change in our digital age.

My Story Magazine: Inspiring and Building Africa One Story At A Time!

Warm regards,

Akwasi Bonsu



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MSM Personality



Dzigbordi Kwaku-Dosoo

(Founder and CEO of DCG Consulting Group and Allure Africa.)
entrepreneur | speaker | media personality | consultant.

Dzigbordi is a Certified High-Performance Coach, Global Speaker, Corporate Consultant, Human Skills Trainer helping businesses and people achieve world-class operational effectiveness.

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MCM Personality

Anita Erskine, MCM

(ED, Erskine Global Communications)

Expert in Women's Socio-Economic Advancement Narratives, Africa's Entrepreneurial Ecosystem and Storytelling as a Strategic Communications Tool.

Anita Erskine, an esteemed figure in Media and Communications, passionately advocates for owning narratives to drive Africa's prosperity.

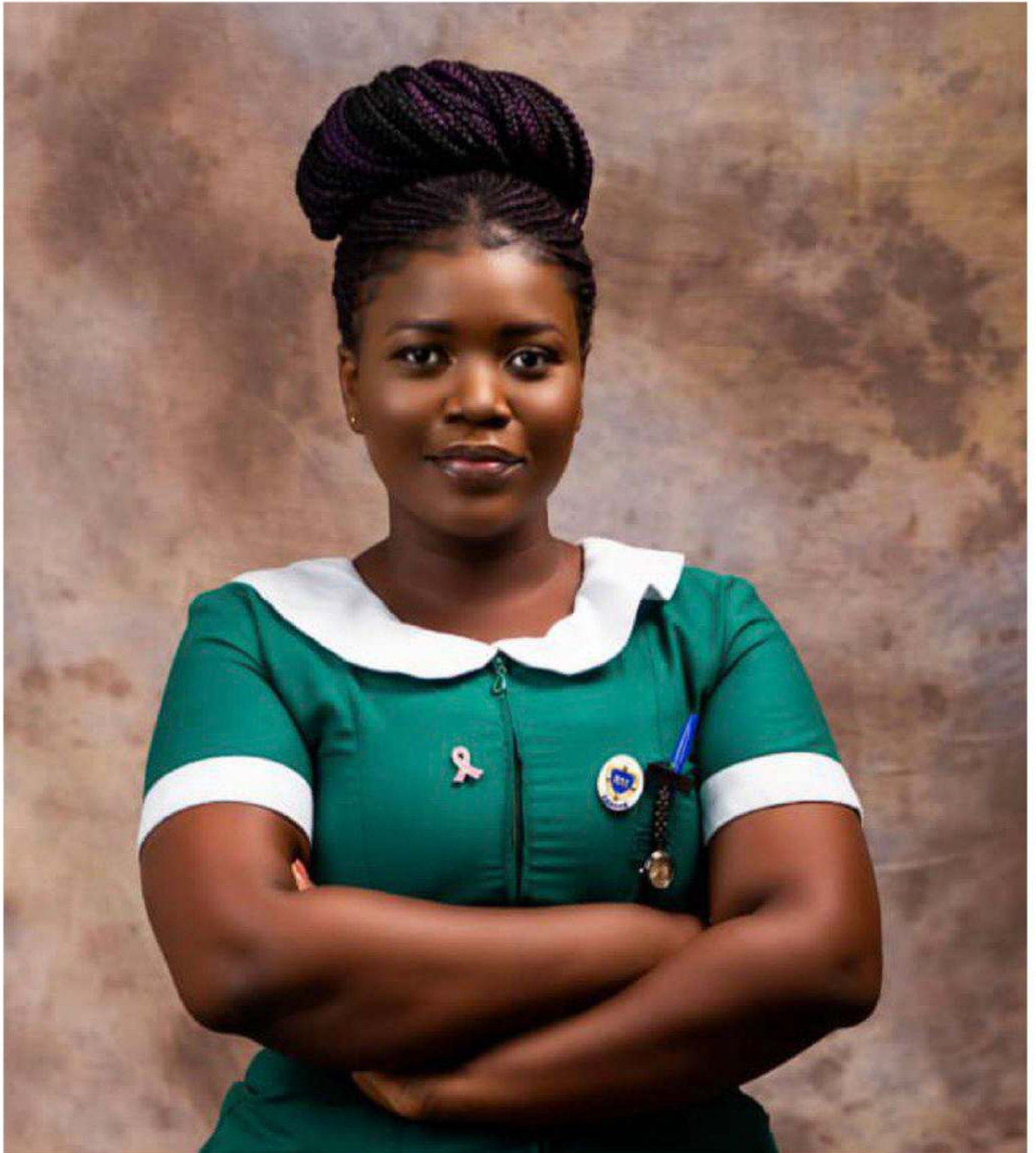
Her work not only spans across Africa but also extends to North America, Europe, and the Caribbean. She is particularly passionate about entrepreneurship and the elevation of women's socio-economic status.

Anita boasts over two decades of expertise in Strategic Communications Management and Television Content Development and Management and currently serves as the Executive Director of Erskine Global Communications

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"A beacon of compassion and care, tirelessly dedicated to the well-being of mothers and their families." - The inspiring journey of **Sarah Nkansah** socially known as

"The Global Midwife"



A self narrative

My name is Sarah Nkansah Boateng also known as "The Global Midwife" from Enyan Abaasa in the Adjumako Enyan Essiam constituency in the Central Region of Ghana. I am 27 years old, a social entrepreneur, a radio host of a reproductive health show "Talk to your Midwife" on Afeema 103.3fm in Koforidua and a cooperate MC. I work as a midwife at the Koforidua SDA Hospital, Miss Health Ghana 2020 top finalist and an author of the book "Her Becoming" and a content creator. I am the founder of Nkansahs Foundation. It is a non for profit organization whose activities are geared towards SDG 3 precisely, maternal and child, reproductive health and menstrual health and hygiene. Our activities as well contribute to SDG 4,5,6,12,13 and 17. Through our initiatives "flow clean" and "talk to your midwife", over 5,000 women and girls have been empowered to take charge of their reproductive health through our community outreach, visual contents on social media and radio program, 5 community schools provided with safe and accessible drinking water (Borehole, WASH System), over 5,000 rural girls across Ghana educated on proper menstrual health and hygiene education, provided disposable pads to them and 100 rural girls trained with skills of making their own reusable sanitary pads. Our new baby on the block is our mobile app "Talk to your Midwife" which has online midwife consultation for private and confidential conversations with a midwife, pregnancy, fertility and menses tracking and a community where a wealth of tailored information on comprehensive Sexual and Reproductive Health education are shared. My aim is to leave no girl or woman behind.

I grew up in a rural-urban vicinity, Kpone Kokompe in Tema with my parents and 4 other siblings. Being the 4th of 5 Children and the last

girl, my childhood was quite interesting. (You know how every child thinks of their parents as rich? Yeah, that is how it was). I saw how my parents would struggle to make sure we were comfortable and got the best of everything in life. I had my early childhood education, Primary and Junior High School at Dorsons School Complex in Tema Community 1, site 4, my Senior high school at Oyoko Methodist Senior High School in Koforidua and my Tertiary education at the Holy Family Nursing and Midwifery Training College, Berekum where I studied Midwifery. I am currently a level 300 student at the University of Cape Coast toping up for my BSC Midwifery.

As a daughter of an Evangelist of the Methodist church, Ghana, the church was my second abode. I spent most of my early childhood and teen age moments in Church and was actively involved in church activities (I was part of the choir). For my mother, she was a trader at the community 1 market so I spent quite a number of years hawking store reject dresses and beddings. I did this till I had admissions to the nursing training college. Do not be surprised at the many Hats I wear even as a young lady because mum was and is still a force to reckon with. Such a strong woman! Her resilience and attitude towards life had a lot of impact in the many life decisions I took.

My career journey I will say has taken me by surprise. Why? Because I never thought in my wildest imagination that I will ever end up in the hospital shouting "Push! Push!" or talk less of becoming an advocate giving back to my society. In fact, none of the things I am doing now was part of the plan. (Probably aside radio hosting and MC duties).

My father has always wanted me to become a midwife but I wanted to read Law (which I still will) or become a journalist. I had admissions to Kwame Nkrumah University of Science and Technology to study English, Ghana Institute of

Journalism to study Communications and Holy Family to study Midwifery. Your guess is as good as mine! He paid my fess for Nursing Training and ignored the rest. That's how I ended up with pregnant women. Even though challenging, I managed to combine entertainment with my studies (but it was obvious I loved SRC weeks than the field). I deliberately took charge of MC duties during SRC week celebrations. That is how I stayed consistent with communication and public speaking. I am not going to even lie. Studies was tough but I told myself "even though I don't like this, I cannot fail at it because I do not look like a failure" and that was my mantra. In second year, I was invited to represent a Dr for a health education on menstrual health and hygiene at an SHS school (St. Augustine's Senior High School, Berekum). I witnessed how shy the girls were to talk about "menstruation", the unhygienic materials (T-rolls, rags, leaves and foam) they were using and how that was affecting their studies because they always had to skip school at least 3-4 times every month during their periods. Some girls had to drop out from school because of teenage pregnancy which was as a result of "sex for pads" As a midwife; I was so concerned about the long term debilitating health effect these unhygienic practices could have on their reproductive health. Then I thought, "If these girls are going through such, then there are a lot more out there suffering same predicament" I just knew I had to help. I started out with pure passion with few of my course mates and today we are 6 years. I have grown through the process and I have loved every bits of it. Obeying my father to study midwifery is one of the best decisions ever made and it has been a blessing in disguise. I cannot talk about my journey without the God factor. In all my confusion, I kept my faith and trusted the process. I held on to Jeremiah 29:11 "God has a perfect plan for me" and I moved

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at His pace. Look at me now, I am so much in love with how far I have come in this space, overwhelmed by the speedily growth and amazed by the impact of my works. I call myself the Global Midwife. Such a testimony! God really had a plan and surely orchestrated this by positioning people (mentors, directors, coaches) to direct my path in to purpose.

I know you are wondering “why The Global Midwife”. You know how people become victims of their circumstances? I wanted to change that narrative by intentionally endorsing in my mind and spirit that “girl, you are going global, start thinking and behaving as such. Period”! I grew up in a vicinity where it was cool to be a teen mother and indulge in one vice or the other like smoking, alcoholism among others.

My parents did well by shielding us but it was still in our faces. I did not want to allow environment, family or circumstance tramp my thinking because and I knew how external factors like environment could influence one's life. I also understood that my feet could not carry me to where my mind has not gone yet, therefore I had to protect my mind and direct my thoughts. I made some tough decisions even as a lady. I deliberately worked to get koforidua to do my national service in 2021, stayed back after service in 2022 to find a job which I did not get one so I sold food (Jollof and chicken and banku and tilapia) to cooperate workers like the bankers. After sometime, I got the radio job as a marketer and finally, I was given the opportunity to host a show. I had no prior experience. I literally learnt on the Job.

I am motivated by life itself. I knew at a tender age that life can only give you what you fight for and not what you deserve. (Hard truth) If life was serving us what we deserved, I am sure a lot of us would have either been in a better place or worse. However there is “the Grace of God”

(The race is not for the swift nor for the strong, time and chance happens to them all) Life is hard and the heart of man is desperately wicked for you to walk on the surface of the earth empty. My fears? Is to start on a good note and not end well. I have seen in my young life so many well-meaning people whose ends are nothing to write home about.

Keeping that in my subconscious, I am careful not to leave the God factor out of my equation/ success formula. (He maketh man rich and adds no sorrows and He knows my end from my beginning). I have failed at a couple of things and had setbacks in my career journey. How will you feel if you are constantly asked “are you sure you are midwife?” because you failed to execute a task as expected? Demoralizing right? Because you know you are trying but it's just not working for you. Well that was my story every time we went for clinical. I was literally failing at every task especially vagina suturing. Did that stop me? No! I saw through a positive lens, embraced my mistakes and reached out for help from a senior colleague. Failures are inevitable in our growth and we are defined by how we handle it. You will be called a failure if you accept it and do nothing. All successful people in their fields did not become perfect on their first attempts. Some failed more than you have yet, they travailed and succeeded. Connecting the dots from my past, there is absolutely nothing I would want to change or erase from my life. No regrets whatsoever. Every detail in essence is a contributing factor to my present self. I can only do better than my past.

My greatest accomplishment as a midwife, an advocate and a leader lies in the transformative impact I have made on women and girl's empowerment, reproductive health, menstrual health and community well-being. For six (6)

years and still counting, I have contributed to eradicating menstrual poverty, improving gender equality, inclusivity and keeping our girls in school. Empowering women and girls with the right information on sexual and reproductive health reflecting a profound commitment to improving lives and fostering sustainable health practices. My efforts and works have been recognized on both international and local platforms which earned me prestigious nominations and awards like 40under40 Ghana (Philanthropy and non Profit), 40under40 Africa (Philanthropy and non-profit), Humanitarian awards Global (Maternal Health advocate of the year), Ghana Outstanding Women Awards , 25under25 Awards Ghana (Active Citizenship and Leadership), Women's Choice Awards Africa (Discovery of the year), Ghana Youth Awards (Female personality of the year) and named as 100 most inspiring Young Change Makers in Ghana 2023, named by Humanitarian Awards Global among many others. My story has been featured on blogs like Humble Beginnings in Canada, Non-profits for Africa among others. In 2023, I received a fully funded scholarship to attend the African Youth Summit organized by Global Change Makers as part of 50 most inspiring African Young change makers. I also received a grant funding from them to embark on a menstrual health and hygiene project benefiting 100 girls. My start up “Talk to your Midwife” mobile app was named as part of the top 20 start ups providing tech-enabled solutions to improve access to comprehensive sexual and reproductive health education in Sub-Saharan Africa and awarded a grant funding from the Ministry of ICT and Innovation, Rwanda, Kigali as part of their Hangapitchfest. I am guided by faith and trust. I ascribe to principles of compassion, empathy and inclusivity.

My philosophy centres on empowering individuals through

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education and fostering a sense of agency. I value integrity, transparency and collaboration, recognizing the importance of ethical conduct and working together to achieve meaningful outcomes. Additionally, a commitment to continuous learning and adaptability guides my approach, ensuring effectiveness in addressing diverse challenges.

I am an advocate dedicated to promoting menstrual hygiene and maternal/reproductive health. Through my initiatives, I train girls in making reusable pads, providing them with not just hygiene solutions but also empowering skills. Additionally, I've designed an app offering a comprehensive platform for pregnant women to track their journey, adolescents and women to monitor their menstrual cycles and fertility, and a space for open discussions on reproductive health. The app also includes an e-pharmacy, offering convenient access to contraceptives, and facilitates online consultations with a midwife at a nominal fee. My focus is on empowering individuals with knowledge and accessible resources for better reproductive health outcomes.

To my young fellow social entrepreneurs, remember that you will not always wake up with an inspiration or clarity about what you want in life. Some days will be filled with confusion and uncertainty. However, it is during these times that you need to be bold. Courage is not just about making tough decisions. It's about pressing on even when things seem unclear. This might sound like a cliché but truly, overnight success is a myth. It takes hard work and true dedication to be able to accomplish. Believe in the power of your ideas and trust in your ability to make a positive impact. Embrace boldness in your pursuits, knowing that your passion and commitment can drive meaningful change. Your journey as a social entrepreneur starts with a clear sense of purpose.

Be bold in defining and pursuing it. Give yourself fully to the process of learning and improvement. Serve in the very areas you wish to understand better, immersing yourself in the challenges and triumphs of the community you aim to impact. Seek out mentors who have walked similar paths, learning not only from their successes but also from their challenges. In this journey, recognize the importance of the God factor. The divine guidance and strength that can sustain you. Trust in your faith, letting it be a source of resilience during tough times and a wellspring of gratitude during moments of success.

As you go through the complexities of social entrepreneurship, remember that continuous learning, mentorship, and the God factor are powerful allies on your journey. With undoubting trust in yourself, a clear sense of purpose, and a commitment to learning and growing, you can create transformative change in the world.



“Your journey as a social entrepreneur starts with a clear sense of purpose. Be bold in defining and pursuing it. Give yourself fully to the process of learning and improvement. Serve in the very areas you wish to understand better, immersing yourself in the challenges and triumphs of the community you aim to impact”

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"A catalyst for positive change, using his platform to advocate for important causes and inspire others to make a difference in the world." - The Story of **James Annor Tetteh**.

Nana Tēã

"the pure joy and happiness I see on the faces of people I can assist are my biggest sources of motivation"



My name is James Annor Tetteh, known as Nana Tea on social media. Hailing from Odumase Krobo in Ghana's Eastern region, I'm a water quality analyst by profession and a devoted family man blessed with three children. My educational journey began in the Eastern region, where I completed both my basic and secondary schooling. Following my passion for science, I pursued a degree in Science Laboratory Technology at Accra Technical University, where I graduated with an HND.

Beyond my professional career, I've garnered recognition as a social media influencer, shaping my identity in the public eye. However, my path to success was marked by significant challenges, particularly the loss of my mother, which plunged my family into financial hardship. During my final years in Junior high school, the strain became unbearable, and my father struggled to support us. It reached a critical juncture where paying our school fees seemed impossible.

Yet, amidst the darkness, a beacon of hope emerged in the form of our compassionate headmaster. His benevolence extended to granting scholarships to me and my siblings, ensuring our education didn't falter. This pivotal intervention not only saved us from the brink of dropping out but also instilled in me a profound gratitude for the transformative power of education.

Despite the initial setback, I refused to let financial constraints dictate my future. Through perseverance and a stroke of fortune, I secured another scholarship, propelling me forward in my academic pursuits. While my professional trajectory may not directly correlate with these early struggles, my journey as a social media influencer and philanthropist is deeply rooted in my upbringing.

The adversity I faced as a youth cultivated within me a sense of empathy and a drive to uplift others facing similar challenges. As I navigate my dual roles as a water quality analyst and a social media influencer, I remain committed to leveraging my platform for positive change, driven by the lessons learned from my humble beginnings.

When it comes to my role as a philanthropist, giving back has always been ingrained in my upbringing. Even before I took it to social media, I found joy in helping others, inspired by the kindness I received from others during my own struggles. It felt like a natural extension of gratitude and compassion to pay it forward, quietly assisting those in need.

However, it was a particular encounter that prompted me to share my philanthropic efforts on Facebook. The response was unexpectedly positive, with people

expressing interest and offering support to expand my reach and impact. This encouragement fueled my commitment, leading to the ongoing journey of philanthropy unfolding before us.

For me, the driving force behind my endeavors is the sheer joy and fulfillment I witness in the faces of those I assist. Their happiness is my ultimate motivation, propelling me to strive for greater impact and reach in my philanthropic pursuits.

Yet, despite my dedication, fears and limitations are inevitable. One of my greatest fears is the inability to aid those facing dire circumstances. While I wish I could alleviate everyone's hardships, I'm aware of my own constraints. Setbacks are also a reality, but in those moments, I turn to prayer for strength and guidance. My spirituality serves as a grounding force, providing solace and fortitude during challenging times.

I have no regrets. I firmly believe that making mistakes is an inherent part of being human. Each day brings fresh opportunities for growth and evolution, and I embrace both the highs and lows as valuable lessons on my journey. Reflecting on my experiences, I wouldn't change a thing.

As a social media influencer, I've harnessed the power of platforms like Facebook to make a meaningful impact in various realms, particularly in healthcare delivery. Serving as a bridge between those in need and potential supporters, I've facilitated vital assistance such as sourcing blood donations and covering expenses for antenatal and postnatal care. Additionally, I've championed the cause of disabled individuals, empowering them to establish sustainable businesses and reclaim dignity.

In the realm of education, I've leveraged my online presence to rally support for deserving individuals seeking to further their studies. Notable success stories include securing funds for a high school student unable to afford her admission fee, as well as garnering support for a talented "Kayayo" with dreams of becoming a nurse but hindered by financial constraints. Through the power of storytelling and community engagement, these individuals' aspirations were realized, highlighting the transformative potential of social media for good.

The cornerstone of my philosophy is encapsulated in the timeless adage, the golden rule of life: "Do unto others as you would have them do unto you."

To those embarking on their entrepreneurial journey, my advice is simple yet profound: take it one day at a time, exert unwavering dedication, and above all, maintain consistency. In the unpredictable landscape of entrepreneurship, consistency emerges as the linchpin of success, anchoring progress and fostering sustainable growth.



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"An artisanal cobbler who intricately weaves cultural heritage into her crafted footwear, breathing life and tradition into every stitch."

The Edna Frimpong (shoemakergurl) story



"Sometimes you can't do it all, you will need people who have the same vision as yours to assist you as an entrepreneur"



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In a world where entrepreneurship is often dominated by men, Edna Frimpong stands out as a young female entrepreneur who is making remarkable strides in the shoemaking business. Affectionately called the "shoemaker girl," Edna is breaking barriers and inspiring others to pursue their passions, regardless of societal norms.

Edna's journey as an entrepreneur began while she was a student at Adonten Senior High School. She had always been interested in fashion and started making slippers as a hobby. However, as she began to receive positive feedback from her peers and family, Edna realized that she could turn her passion into a viable business.

With this realization, Edna founded *Fash_slippers*, a shoemaking business that specializes in creating unique and affordable footwear. What started as a small-scale operation has since grown into a successful enterprise, with Edna gaining recognition as a talented and innovative shoemaker.

Edna's success is not only a testament to her creativity and entrepreneurial skills, but also to her determination to succeed in a male-dominated industry. As a woman in a field largely dominated by men, Edna has had to overcome various obstacles and stereotypes. However, she has refused to be held back by societal expectations and has instead used her talents and passion to carve out her own space in the industry.

In addition to her work with *Fash_slippers*, Edna also serves as the head of PR for Ahofade, an organization that seeks to promote African fashion and culture.

Through her involvement with Ahofade, Edna has been able to further her passion for fashion and contribute to a larger movement to promote African entrepreneurship and creativity.

Despite her success, Edna remains grounded and dedicated to her craft. She is passionate about what she does and encourages other young people to embrace their hustle and put their skills to use. Edna's story serves as an inspiration to others who may be struggling to find their place in the world of entrepreneurship. Through hard work, determination, and a commitment to pursuing their passions, anyone can achieve success and make a difference in their community.

Edna Frimpong's story is one of perseverance, passion, and breaking down barriers. As a young female entrepreneur in the shoemaking industry, Edna has shown that with hard work and dedication, anyone can achieve success in unconventional fields. Her story serves as an inspiration to young people everywhere to pursue their dreams and never let societal expectations hold them back.

Source: <https://www.linkedin.com/newsletters/oa-news-7022563576443723776>

MSM interview with Edna

MSM: Can you tell me about the inspiration behind



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starting your own business?

Edna: Absolutely. My passion for entrepreneurship traces back to my childhood, where I worked alongside my father crafting shoes. Those early experiences instilled in me a deep appreciation for hard work and creativity. Additionally, throughout my academic journey, I found myself naturally drawn to opportunities to innovate and create value. So, when the time came to embark on my entrepreneurial journey, it felt like a natural progression of my lifelong passion and experiences..

MSM: Could you describe a significant moment or choice that influenced your entrepreneurial journey?

Edna: Certainly. One pivotal moment for me was when I discovered LinkedIn. It may sound simple, but it was transformative. Being on LinkedIn exposed me to a wealth of knowledge shared by others in the entrepreneurial community. It gave me the platform to showcase my work confidently and without hesitation. This experience taught me the importance of owning and promoting what I do, ultimately shaping my entrepreneurial path.

MSM: How did you navigate challenges or setbacks in your business?

Edna: One key strategy I employ is fostering a harmonious work environment with my team. I firmly believe that leveraging the strengths of each team member is vital for overcoming obstacles and achieving success. Additionally, I've made a conscious decision to keep family separate from my business affairs. While familial support is valuable, I've found that maintaining a professional distance allows for clearer decision-making and minimizes emotional bias.

MSM: What daily habits or routines contribute to your success as an entrepreneur?

Edna: Gratitude is a non-negotiable daily practice for me. It serves as a powerful reminder of the progress made and the opportunities ahead, especially during challenging times when it's easy to feel

discouraged. Additionally, I prioritize ruthlessly. Amidst the chaos of entrepreneurship, I make it a point to identify and tackle the most critical tasks first, ensuring that my energy and resources are allocated effectively.

MSM: What advice would you offer to individuals embarking on their entrepreneurial journey?

Edna: My advice is twofold: firstly, cultivate a genuine passion for your endeavor and trust in the journey. If you possess the idea but lack the resources, seek out individuals who can complement your vision. I often liken it to the biblical story of Lot and Abraham – sometimes, you need to find your Abraham if you're Lot. Secondly, recognize that you can't do it all alone. Surround yourself with like-minded individuals who share your vision and can contribute their unique skills and resources to the venture.

MSM: How do you manage to maintain a work-life balance while running your business?

Edna: For me, maintaining work-life balance is all about effective planning and prioritization. Despite simultaneously managing my business, pursuing my education, and caring for my family, I've successfully maintained balance and even graduated with First Class honors. It's a testament to the power of careful planning and the ability to prioritize tasks effectively.

MSM: Reflecting on your entrepreneurial journey, what are some mistakes you wish you could have avoided?

Edna: Looking back, I realize the importance of keeping business separate from family matters. Additionally, I regret placing too much trust in individuals without properly vetting their qualifications and commitment to the business. In hindsight, I've learned the importance of ensuring that those involved in my ventures are truly aligned with the vision and capable of

contributing positively to its success.

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https://www.instagram.com/fash_c om14?igsh=OGQ5ZDc2ODk2ZA %3D%3D&utm_source=qr

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A powerful, multifaceted advocate championing digital transformation, humanitarian causes for women and children, and excelling as a brand and communications professional.

Jannice Tagoe





Jannice Tagoe is a digital transformation speaker, humanitarian - Advocating for women and children development and a brand and communications professional born in East-Legon, a suburb of Accra. Growing up in a highly populated and cosmopolitan urban zone, thus, Accra, the national capital of Ghana, life was fairly challenging. But, through it, I picked up a positive trait: to be a go-getter. As the first of my parent's 2 children, I realized I couldn't have escaped the overwhelming responsibility bequeathed to me as a birthright (...at least that's how I felt LOL) and so dynamism and diversity was key.

Albeit with a General Science and BSc. Engineering background from the Ghana National College in cape coast and the University of Ghana respectively, I've found myself working and collaborating in interesting corporate spaces; digital media, business administration and management, multimedia and now I'm the founder and lead of my digital marketing company; Jannice Digital & Co. In spite of these, it is

my sole desire to officially be a diplomat, and continue to serve humanity with my NGO, Jannice Humanitarian Initiatives (JHI). I started off as a photo model back in tertiary in 2016, did a bit of campus TV presentation, brand influencing and digital media management for SME's. I've featured in a few influencing and Ad campaigns for Frytol Ghana, Always Sanitary, Vlisco, Pinkberry, Vitamilk, Otumfuo@20 and a few other brands. After acquiring some good experience from the events industry, I took to the ushering and events management space in 2018, to start my ushering agency called Usherfort. An events management and protocol service company founded in Ghana, with an astounding reputation, and the likes of Google, Global Citizen, Citibank, Harith, Standard Chartered, Belaire, Baileys, Jonnie Walker, Absa etc. as its top Clients. I have long held the view that you've got to be deliberate and intentional about your growth as you work tenaciously for whatever it is in life you want. I believe

every goal is achievable provided you work smart and stay consistent in your ways. As an enterprising, principled, and ambitious young woman, I aspire to be a woman of complete integrity, and so I stand for what I believe in and do not compromise. I aim for a win and with positivity and strategic planning, success is surely attainable.

Yes, some experiences from my teens had a significant impact on my business trajectory. My parents' relationship deteriorated over time to the point that it nearly fell apart. My mother became my only source of support, and there were moments when I thought she could no longer handle it. In order to acquire the knowledge and abilities that would enable me to earn more money and free up "mama" to spend on just my younger brother, I started studying and educating myself through all available resources. It was at this period that I came to understand my genuine self, which is making people happy. My ultimate objective is to

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open doors for people to enhance their quality of life.

I met a mentor who was well-versed in the field of digital marketing throughout these money-finding endeavours, and eventually, I grew to love it. To be able to manage this business effectively, I decided to form my own company after years of practical experience and knowledge development. Jannice Digital now serves clients from a variety of industries, assisting them in digitally branding their areas of specialty. I have received multiple accolades and nominations for my work, as well as recognition on a global scale as a thought leader in my profession, all thanks to this institution.

The Ghana25under25 Team awarded me an honorary achievement in brand positioning and business mentorship in 2022. In the middle of 2023, I won another honorary

title—Most Outstanding Female in Digital Marketing—at the Ghana Feminine Achievement Awards, which was organized by SHE Achievers Team and The Business Executive Ghana. I was honoured as the 2023 Women's Choice Africa Awards' Digital Empowerment Champion of the Year in December, just before I had a chance to go beyond them. All of them merely serve to confirm the idea that, occasionally, you could find your dream in someone else's. I don't take these lightly as, to me, they serve as encouragement to keep going beyond just recognition.

Making the most of social media was the difference. Not only the data, but also making use of the ability it gives us to alter the story. We're just getting started, so my audience shouldn't be weary of hearing me repeat this yet—Social Media Made Me. Nowadays, with social media and

digital platforms growing in popularity, communicating one's values doesn't require as much effort or aggressive marketing as it did in the past. The world recognizes your work with a single post, tweet, or article, and the appropriate partners locate you. I have never relied on my family or close friends for the utmost support; instead, my biggest allies and supporters have come from the worldwide social media networking community. 300K+ community members across all social platforms whilst sharing educational content, and i say this because we all know what it takes to trend in this part our world— and that's where all the magic happens, owning my story and changing the narrative for young women.



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Because of this, the Jannice Digital Brand launched the BRANDRIGHT project. One that aims to support young women with aspirations in positioning their brands and using the many social media channels to help them market their knowledge. We are now collaborating with a few Ghanaian women who are willing to share their experiences as trailblazers. You may get our advice on navigating your branding journey by subscribing to our LinkedIn Newsletter, which has over 30,000 subscribers in only a single year. We frequently publish branding tips there.

I've always struggled with association, finding the perfect group of people to collaborate and think with. I came to the realization that, regardless of how fantastic your vision is, you may not always start off with the proper team to plan with since they may not share it. The overwhelming difficulty of not being able to put together a team that grasped the scope of my goals and had the same zeal as me. It is simpler to move forward as a team when there is a shared unflinching belief in the power of our objective, which is why I look for people who have both the essential abilities and this belief.

Nevertheless, it happens frequently that those who merely want to be associated with your brand reach out to you and then fall short of your expectations. Though with a few capable hands here and there, things are improving daily, and eventually, I think, the proper group will gel. I refused to let these disappointments stop me from pursuing my goals and from settling for anything less than perfection. I keep moving forward on my mission to transform the world, inspiring others around me and setting an example.

I don't really remember how my training and speaking career started, but I am positive that I never intended to become a speaker. I suppose people were interested in hearing more about the topic of digital transformations for personal and business brands, because it began with TV interviews and publication pieces. I now receive slightly more than five bookings for speaking engagements each month from clients that range from corporate

entities to educational institutions. Regarding my social media influence, my initial publications were features from countries in East and Central Africa that were published all the way to Europe. Among many others are Masozera Africa from Rwanda and Talent Magazine from Portugal and Angola.

My humanitarian initiative has much interest in economic empowerment development and seeks to be an advocate for the United Nations SDGs. We operate under 2 wings mainly: Alliance for women development and Child Support Network. Every year for the past 4 we try to put smiles on the faces of children. Our recent Child Support Project donated 1000 custom branded exercises books and boxes of clothes to the New Life Orphanage in Nungua These and many more are what we stand for, in due time all our projects will be made public.

My regret is having a perfectionist attitude and constantly wanting to be prepared and have everything completed before I start. Yes, this is one thing I'm not totally proud of because it has caused me to miss a few things in life. Nevertheless, I view every mistake and setback as a learning experience and try to look on the bright side of things.

The journey to personal branding is not a short one with generic blueprints because as humans the very things we desire not to be or do are eventually what we become due to circumstances of life, it's like we are in a cycle repeating pattern we fight against; hence we keep finding ourselves each and every day. However, in order to leave an indelible mark on people whilst communicating your principles, you must first Identify and Know who you are, Own your story and tell it in the most Authentic way ever to the Right

Audience. These are the qualities of a unique personal brand, if you can get this right from the start, you make a positive lasting impression in the minds of people. An impression that recommends, sells, and speaks for you even in your absence. I've found myself connecting and working with global decision makers as a result of this and if there is anything I could ever help anyone with, it will be building a powerful brand right from the ground up - I call it the new normal.

Now considering the fast advancing and competitive global village we find ourselves in, I have long been guided by a basic principle; "Integrity without knowledge is weak and useless, and knowledge without integrity is dangerous and dreadful." All I can say to my peers and colleagues is that if it must be done, it must be done well with Grit and Grace. Be sure to identify your purpose and play your part to making this world a comfortable place for all.

“Integrity without knowledge is weak and useless, and knowledge without integrity is dangerous and dreadful.”

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"A dynamic business leader spearheading ventures in oil and gas, fostering diplomatic relations, and empowering youth through entrepreneurship-focused NGO initiatives."

Edma Ohemaa Lawyer



Can you tell me about yourself (education , family)

My name is Edma Ohemaa Lawer. I was born and raised in France and moved to the UK at a young age where I lived until I decided to move to Ghana 5 years ago to pursue my career path. I have a Bachelor's degree in Oil and gas management and a Master's degree in International Relations and Democratic Politics. I am the second born of two wonderful sisters, we like to call ourselves 'The Lawyers or Perfect Trio.' My amazing mother lives in the UK, however, I am lucky enough to have my younger sister and brother-in-law here with me in Ghana for the past few years.

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

I had a fantastic childhood. I was given the opportunity to explore my many talents, either through sports, academics, or leisure activities. My mother was a firm believer in physical activities as she used to play volleyball for the Ghana National Team during her youthful days. As a result, my siblings and I were enrolled in a few sports academies for tennis, contemporary dance, ice skating and athletics. My mother has always believed that when a person knows where they come from, they are not lost and their identities are revealed. Due to this belief, we visited my Grandmother in Ghana every summer holiday. My very first visit was when I was 3 years old and I got the opportunity to even meet my Great Grandfather. This I must say, shaped my life.

It gave me a sense of belonging and respect for my culture and traditions including the country that I am originally from. I truly believe that my love for Ghana as a Nation and Africa as a Continent derived from visiting Ghana each year and the

impactful traditional upbringing of my Grandmother. This experience made me want to relocate to Ghana one day and make an impact in our society one way or the other.

Moving to the UK and learning how to speak English from scratch was a challenging period in my life. I remember giving my mother a tall list of reasons why we shouldn't move to the UK as a child. However, whenever I look back, I can only be grateful to her for making such a decision for my siblings and I due to the many opportunities that have come along with being bilingual.

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

As mentioned in my previous submissions, my Grandmother was very instrumental in our upbringing especially in mine as I decided to pursue a career in oil and gas management due to her advice. Prior to me studying my BSc in Oil and Gas Management, I wanted to become a Sport Scientist. Therefore, I did one full academic year studying a BSc in Sports Science. Upon having a conversation which my Grandmother one faithful day, she asked me a few fundamental questions that got me thinking about my career path and where I saw myself in the next few years. It's was as if my Grandmother knew that one day, I will make a bold decision to move out of the UK and probably to Ghana.

That is when I decided on what exactly I wanted for myself which lead me to doing a degree in Oil and Gas management. Straight after I completed my first degree, I applied for my master's degree which I completed a year after. I made this solely because I wanted to focus on building my career the best possible way without having to think about being under qualified academically. From there I ventured into the corporate world oil and gas as a junior

project manager.

Not too long after that, being the risk taker that I am, I decided to relocate to Ghana for a new perspective on life and to exceed expectations by establishing myself here.

I had the opportunity to gain a wide range of experiences and skills in different sectors which gave me the stepping stones to establish my own company.

Can you share a pivotal moment or decision that shaped your entrepreneurial path?

My decision to move to Ghana definitely had a profound influence in my entrepreneurial path. I realized that not much is given to young people to have an enabling environment conducive enough to succeed in their respective careers, however, they continue to push forward with what they have. I consider myself extremely privileged which I do not take for granted after witnessing the resilience of the African youth. After observing how innovative young entrepreneurs in Africa are with the absolute bare minimum provided for them, it truly encouraged me to not only support these young entrepreneurs in the little way I can, but to also empower myself to become more resilient by creating opportunities for myself.

What are some of your greatest fears ?

My greatest fear is to not fulfill my God given purpose on Earth.

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

I actually do not have any regrets in life. Every decisions I have

made so far in my life has led me to where I am today, whether it being good or bad. I learn from every experience and try to better myself from them. I do not believe in self pitying as it does not bring forth any positive results. I see life as each action we take every second, minute, hour or day shapes the courses of our lives and being self aware of that fact does not give me the luxury of having regrets.

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

There are quite a few so I will list them. But one principle I will always ascribe to is that “ It starts with me! I will take the first steps. I will wake up early in the morning for meetings. I will be disciplined. I will empower myself with knowledge so I control conversations in rooms. I will be two steps ahead. I will win.

Here are some principles, philosophies, and values that young entrepreneurs can consider:

1. Passion: I pursue endeavors that genuinely excite and inspires me, as passion always fuels my persistence and innovation.

2. Resilience: I embrace failure as a learning opportunity, and develop the resilience to bounce back from setbacks with determination and adaptability.

3. Integrity: Upholding honesty, transparency, and ethical behavior in all business dealings, building trust with customers, partners, and stakeholders is a form of excellence on few can master.

4. Continuous Learning: I foster a growth mindset and commit to lifelong learning, seeking out new knowledge, skills, and perspectives to stay ahead in a rapidly changing world.

5. Innovation: In a sector that's rapidly evolving, I embrace creativity and innovation to develop unique solutions, disrupt industries, and differentiate your business from competitors.





6. Collaboration: Young entrepreneurs must learn to recognize the value of collaboration and teamwork by fostering a supportive and inclusive work environment that encourages diverse perspectives and ideas.

7. Adaptability: Always be open to change and willing to pivot your strategies or offerings based on market feedback and evolving trends.

8. Work-Life Balance: It's very easy to be consumed by your dreams and aspirations. This is why I prioritize my well-being and maintain a healthy balance between work, personal life, and self-care to sustain long-term success and fulfillment.

Can you give us brief description of your business?

ELO Petroleum is an indigenous oil and gas service company that provides high-quality services mainly specialised in Manpower Supply, Consultancy and Equipment and Material Supply. We aim at providing high-quality auxiliary services that support oil and gas companies to have successful operations in Ghana. With an excellent and specialised candidate database in various industries needed for the success of Oil & Gas operations, we have the capacity to deliver outstanding manpower solutions from both individual skilled professionals through to complete teams of expert personnel alike. We have exceptional expertise on board for consultation purposes to help navigate our clients through the many processes of the industry. We also provide the basic equipment and material necessities for oil and gas operations to be .

What are some of the corporate tips any entrepreneur with an oil and gas interest adhere to ?

The oil and gas industry is a very broad sector that consist of three main sectors. The upstream, midstream and downstream sectors. Within these sectors, many other



industries such as, local content, consultation, marketing, accounting, trade and finance, energy law, economics, project management etc... all come together to form the oil and gas sector.

One thing I always say is, there are career opportunities for most people wanting to venture into the oil and gas. You just need to know where and what within the three main sectors through intensive research. You will also need to have at least basic knowledge about the industry as it is a very technical and complex industry.

Now, to answer your question, I will give a list of important corporate tips for anyone wanting to venture into the oil and gas sector:

1. Stay Informed: Keep up-to-date with industry trends, market fluctuations, and regulatory changes.

2. Network: Build relationships with other professionals in the industry, including suppliers, investors, and potential clients.

3. Risk Management: Oil and gas ventures can be risky, so prioritize risk assessment and management strategies to mitigate potential losses.

4. Compliance: Adhere to all relevant laws, regulations, and environmental standards to ensure legal compliance and maintain a positive reputation.

5. Financial Prudence: Manage finances wisely, including budgeting, monitoring expenses, and seeking investment opportunities that align with your long-term goals.

6. Innovation: Embrace innovation and new technologies to improve operational efficiency, reduce costs, and stay competitive in the market.

7. Safety First: Prioritize safety protocols and procedures to protect workers, the environment, and surrounding communities.

8. Diversification: Consider diversifying your portfolio beyond oil and gas to reduce dependency on volatile commodity prices.

9. Long-Term Vision: Develop a clear long-term strategy for sustainable growth and adaptability to market fluctuations.

10. Environmental Responsibility:

Incorporate sustainable practices and consider the environmental impact of your operations, including carbon footprint reduction and waste management.

What advice would you give to someone starting their entrepreneurial journey?

Make sure to do your research and not follow the crowd. I truly believe entrepreneurship is not for everyone. Some are born to excel in the corporate world and some have or acquired entrepreneurial skills that helps them navigate the everyday world of business. Finding your true purpose in life is



not an easy task. It requires self awareness, and self discipline to reach a level of self enlightenment in your career path. Nevertheless, if become an entrepreneur is what one truly believes is for them, then they must be:

Disciplined

Self motivated

Determined

Courageous

Very ambitious

Critical thinkers

Innovative

Risk taker

Patient




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ELO Petroleum
OIL, GAS & MINING SERVICES

**CHOOSE YOUR
DREAMS OVER
YOUR FEARS**

Edma Ohemaa Lawer
CEO - ELO Petroleum

Elocompanyltd@gmail.com www.elopetroleum.com



Fosuana
Whole Foods

Order your delicious spices from us now!!! Call @ +1 (617) 378-1841

Nkrakra
Light Soup with Chicken

1kg (2.2lb) of Chicken
1 onion, finely chopped
1 bunch of fresh herbs
4-5 green peppers, sliced
1 teaspoon of salt
1 liter of water

1 liter of water
1 bunch of fresh herbs
4-5 green peppers, sliced
1 teaspoon of salt
1 liter of water



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Kimberly Ofori

(CEO, Ofori & company)



A banker turned management consultant, then digital entrepreneur. Having founded and sold two companies in the past decade & working with clientele in the Middle East, Africa, the US and Europe; Kimberly brings with her a wealth of experience from across industries and continents.

Kimberly now runs Ofori & Company a strategic innovation consultancy where she supports fast growing companies and large corporations to scale innovations & align leadership for the future of their businesses.

She is currently seated as chair of the executive board at VOAW, the advisory board of several start-ups and functions as an advisor for entrepreneurship programs run by the UNDP and the European Innovation Council amongst others.

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

I was born and raised in Amsterdam the Netherlands to my Ghanaian father and Surinamese mother. Among my siblings I am the only girl. In terms of my educational journey, though I initially wanted to go to music school, but ended up doing a mixture of media, business administration and professional certifications in finance. My educational journey was unconventional with a lot of twists and turns but in the end, I really tailored my educational journey to my needs. I believed in studying the things I could immediately apply in different stages of my life, and I am glad that I did.

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

I grew up between different cultures. My father brought the Ghanaian

perspective and culture with his way of raising me, while my mother connected me to the Surinamese way of doing things. And that, all while living in a predominantly white European country. Like many immigrant families in the west you have your challenges. We went through rough times but we made the absolute best of every situation. I remember thinking then, and still looking back now, how amazing my mother was in balancing it all and still raising us in the way she did. I never lacked anything essential. We also traveled as much as we could, even if it was just to another town or European country, my mother made it a point to broaden our horizon and I believe that really shaped the way I see the world and navigate different cultures and environments. The key skills I developed then are probably adaptability and resilience.

3. Can you share your story with us?

From where you started in your career and how you finally ventured into this sector?

I come from a corporate background. I have worked for multinationals in the Insurance industry and in Banking as a Wealth Manager before I moved to Dubai where I worked as a Consultant. I did consultancy jobs mostly as a freelancer afterwards focusing on helping fast growing companies to scale strategically across Europe, the middle East and Africa. I eventually folded those activities into my consultancy firm Ofori & Company after exiting my last startup. It has been an incredible journey ever since of building ecosystems and the infrastructure for entrepreneurs from all backgrounds to succeed. I have built my current organization Future Ventures for this purpose, to be a vehicle where network, knowledge, training and capital come together to support the most

exceptional founders and their businesses.

4. What have been some of your greatest accomplishments?

I don't think I have accomplished them yet. But I am mostly incredibly proud of the journey and the impact I am able to make in supporting brilliant minds around the world in building solutions the world needs today. So if I have to give an answer, it would be that I never gave up, I never stopped even when times got rough. You can never lose if you keep getting up.

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

Integrity is key to any relationship, also the one you have with yourself. Authenticity will open doors for you greater than any image or persona of you ever will. Be kind. I believe kindness is the greatest one of them all. We live in a very hard and cold world, it takes courage, strength and willingness to do the hard thing to still be kind. And kindnesses always come back to you.

What inspired you to start your own business?

I really rolled into it out of necessity. Not being able to secure a job was the incentive. It was when I moved to Spain that I founded my first two businesses. One was not such a successful retail business, but the other, an automated recruitment platform, turned out to be quite successful and I ended up selling that company to a bigger local recruitment company.

Once I landed back in the Netherlands, I founded Apreneur, a social networking platform for African Entrepreneurs in Africa and in the Diaspora. My intention at the time was to create a small community of tech founders that would have access to a rich network, tools and resources, as well as a

place for investors to find and connect with promising ventures. The platform ended up attracting thousands and in 2019, I sold the IP to a US investor.

1. Can you share a pivotal moment or decision that shaped your entrepreneurial path?

It was after I moved on from Apreneur, that I realized I had a unique eye for spotting opportunities to solve problems by leveraging platforms and I have continued to develop and co-create several platform solutions after that. In that period of building and trying to scale some of these solutions I failed more times than I can count.

Many of the businesses I set out to grow did not make it out of the gate, and many that did make it to market were not successful in the long run. It has been by working through these failures that I learned my most valuable lessons in business and life. Had I not, I wouldn't have understood the value of some of the most important parts of building a successful business such as hiring the right people, building a sustainable business financially and fundamentally, and having your customer at the center of your business and strategy.

3. How did you overcome challenges or setbacks in your business?

It takes a lot of guts to start a business. Building and running a business is not for the faint of heart, it is incredibly hard. While I still encounter many challenges today running several businesses, I have found these 3 things to have been pivotal:

1. Network & relationships. If you don't do anything else for yourself, do this: invest in building valuable

relationships with people who are ahead of you, think differently than you and who want to see you win. Make sure that it is a two way street when it comes to value addition. I can't count the number of times my network helped me out of some tough situations and helped me accelerate.

2. Progress over perfection.

While it's important to aim high, provide good quality and real value with your business, a lot of the time, making sure you get things done is better than doing things perfectly. The growth is in the process, not the end result. Results can always be improved - but only if you start working towards them.

3. Persevere. The journey towards success is most likely going to take much longer and be much harder than you initially expected. If there is one common thread we can see among those who succeed and are successful in life is that they never stopped going, they never gave up. Winners don't have to be the smartest, fastest or the best at what they do, they just need to make sure they don't quit. I have not met many people who did that who in the end, didn't make it, and made it big.

4. What daily habits or routines contribute to your success as an entrepreneur?

I believe every individual will have their ways of working that work for them. Some people are naturally good time managers or disciplined so these things may come easier to you - and they are both important for the building of a business. For me it has been to schedule my activities in alignment with my energy flows. I tend to do my best focussed work and problem solving early in the morning before any other distractions so I block my calendar

off this way. I also make sure I have a healthy morning routine before and after that to make sure I can perform with minimal stress. I also delegate tasks that I naturally don't manage well to preserve my energy and time for parts of the business I can directly and positively influence myself. I also dedicate set days of the week for specific topics so that I can focus and execute instead of trying to do a little bit of everything every day. In the end, find out what routine will help you to reach peak performance while maintaining a healthy lifestyle.

5. What advice would you give to someone starting their entrepreneurial journey?

Over the past few decades, entrepreneurship has been glamorized as this fantastic way to wealth and freedom. Nothing could be further from the truth.

Entrepreneurship is hard. Successfully running a business is hard. Managing people and building a team that can take your company to the next level - many founders will agree - is perhaps the hardest part of it all.

There is a reason the majority of newly founded businesses fail within the first 5 years of their existence, and even fewer are able to scale.

Instead of chasing the fame and fortune that may or may not come while you embark on this startup journey, do this:

- Build something that people actually want, ideally something they really need. And prove it. How? Let your customers be your first investors.

Don't be so hung up on raising external funds that you miss out on the opportunity to build-in the foundations for sustainable growth.

Not only does it make you a better money manager who understands

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every aspect of their business, it also puts you in a much more favorable position (and valuation) when you are ready to scale with the help of external financial injection.

- Probably the most underestimated part of a business: people can make or break your business. Invest in hiring the right people, and then invest in them some more.

- Build it like you mean it. Even if you are looking to exit your company eventually, a large part of the value of your company will lean on whether or not you built the machine to last. Choose wisely

6. How do you maintain a work-life balance while running your business?

I have learned and accepted that with the goals and dreams I have, balance is probably not the word I will be using to describe my life. Instead I have learned to set clear priorities for myself and be fully present and committed to that which I have now prioritized. In daily life this means, family time is fully present and dedicated family time - while working also means giving a full 100% during those times.

7. Looking back, what are some mistakes you wish you could have avoided in your entrepreneurial endeavors?

I don't know if I would have wanted to avoid any of them but I will say this; It took me a long time to start being comfortable with asking for help. We get so caught up with wanting to do everything ourselves sometimes that we forget that we can't do everything and we shouldn't want to. Especially when you can find people who can do many of these things 10x better than you ever will. But also being honest with yourself and your team when you don't have all the answers is important. I believe many painful lessons could have been avoided if I had learned much earlier on to be okay with asking for help and bringing people in who would.

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"She ' s a dynamic force in the marketing and brand consultancy realm, dedicated to empowering brands to forge and sustain a powerful presence in the market."

Mariam Majeed

Co-Founder, The Brand Hive



Early life :

I'm Mariam Majeed, the Co-founder of The Brand Hive, a marketing and brand consultancy dedicated to helping brands establish and maintain a strong presence in the market. Our mission is to foster authentic connections between brands and their audiences, creating lasting impressions and meaningful experiences.

My educational journey began at De Youngster's International School in Adenta and continued at T.I. Ahmadiyya Senior High School in Kumasi, where I studied general arts. I then pursued my passion for branding and communication at the University of Professional Studies, Accra (UPSA), earning both my Bachelor of Arts in Public Relations and my Master's degree in Brands and Communication Management.

Professionally, I excel as a strategic communicator, brand and marketing strategist, and public relations professional. Currently, I serve as a Senior Investigator at CHRAJ, where I play a vital role in strategic planning and monitoring within the Strategic Management and Innovations department. Additionally, I've made significant contributions to the startup fintech, Phundit, crafting its brand identity and providing strategic guidance for market positioning.

Outside of my role at CHRAJ, I was the Director of Projects and Operations at Alliance Women Development Global, where we launched the Masterclass for Women in Business themed "Brand Right." My passion lies in women's development, and I'm committed to empowering women to challenge the status quo and achieve their full potential.

I'm a purpose-driven individual with a multifaceted personality, radiating determination and strength while also embracing various personas rooted in unwavering confidence. My journey has been shaped by a solid educational foundation, diverse professional experiences, and a deep commitment to making a meaningful impact in the world.

Growing up in a family where I witnessed women actively pursuing careers in their respective fields had a profound impact on my mindset. I deeply admired the women in my family and understood from an early age that determination and intentionality were key factors in achieving success, regardless of gender.

While I wouldn't directly attribute my career path to my childhood experiences, they certainly shaped my

overall outlook on life. Despite facing comments like "you're too ambitious for a woman" or "you'll scare men away if you achieve too much," I remained steadfast in my pursuit of success. I firmly believe that women are capable of achieving anything they set their minds to.

The strong and accomplished women in my family serve as constant inspiration and motivation for me. When it comes to my career path, I've always viewed it as a personal decision, driven by my own ambitions and aspirations.

Career journey

My career journey began with a Master's degree in Brands and Communications Management, yet I hadn't fully applied it until a friend, co-founder of Phundit, a fintech company, sought my expertise in branding. Impressing them led to a long-term collaboration, during which I realized the potential for growth. Embracing the power of collaboration, I partnered with a friend, Hyco Akweteh (co-founder), who has marketing expertise, and together we founded The Brand Hive. We've worked with fintechs and engineering firms, sharpening our skills in creating brand identities and developing competitive marketing strategies. Now, we're on the cusp of launching our consultancy, and we're confident that our experience and teamwork will make us stand out in the industry.

A pivotal moment that shaped my entrepreneurial path was realizing my desire to do more as a woman and to fulfill my purpose of being a helper in life. Recognizing that I am a cheerful giver, I understood that achieving more would enable me to do more for others, especially women. This realization motivated me to put in the effort needed to achieve greater success in my entrepreneurial endeavors.

One of my greatest fears in life is falling short of achieving my goals, which drives me to work tirelessly towards them. Central to my approach is self-development, understanding that continuous growth is essential. While setbacks are inevitable, I view them as learning opportunities rather than defining moments. Although I'm human and experience emotions, I refuse to let setbacks linger. Instead, I actively seek the silver lining in every situation, enabling me to learn and improve continuously.

Truly, I don't consider any of my life experiences as regrets, as each mistake has contributed to my growth and development as a person. They are valuable learning experiences that have shaped me into who I am today.

Life Principles:

Some of the principles I deeply value include resilience, authenticity, gratitude, continuous learning, integrity, self-care, connection, purpose, open-mindedness, and patience. Embracing an open-minded approach allows me to learn from diverse perspectives, fostering a growth mindset. I refrain from comparing myself to others, recognizing that my journey is unique, and I focus on self-improvement. Patience, instilled by my parents, guides me in trusting the timing of life's outcomes.

Tips for entrepreneurs;

Some essential personal branding tips for entrepreneurs include showcasing your unique qualities, expertise, and values to establish a strong reputation and connect with your target audience. It's vital to go beyond promoting your company and focus on presenting yourself authentically both online and offline. Consistency across all branding efforts, including messaging and online presence, is crucial for building trust and credibility. Sharing compelling stories helps forge emotional connections with your audience, and don't forget to emphasize your unique value proposition to stand out in your industry.

For anyone embarking on an entrepreneurial journey, my advice is to persevere and keep moving forward, even if support seems scarce from those around you. Often, the most steadfast supporters may be strangers, so trust in the process and stay true to yourself. Building a strong personal brand online is crucial, as forming genuine relationships on social media can significantly contribute to the growth of your business.

“Some of the principles I deeply value include resilience, authenticity, gratitude, continuous learning, integrity, self-care, connection, purpose, open-mindedness, and patience.”





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Optimism And Honesty, A Remedy For Success –

Kofi Oduro Agyeman



London's weather wore a glum look on the day of my 2pm scheduled interview with Kofi Oduro Agyeman, a renowned Auto connoisseur and the face behind the company, Auto Parts 4 all. The company, with a comprehensive source of car 'spare' parts and accessories from global top brand dealers, has effectively been in operations in the United Kingdom, since 2016. It now boasts as the major supplier of many spare parts hub in Africa; Notable among them, Auto Jeweling, Motortech, Abossey-Okai, the main Auto hub of Ghana-West Africa and all high-end auto mechanics in Accra. The clouds, pregnant with rain that fateful afternoon, birthed a disappointing drizzle which only left the concreted streets slippery enough for pedestrians to break a hip. The ride on the central line from Leytonstone to Loughton was rather short — shorter than the familiar rides on the Jubilee line. In about fifteen minutes, I stared at a cool teal colored double-decked bus which plied Loughton station to Waltham Abbey. A minute after fumbling for a bank card in my many compartmented purse to cover the £2.00 ticket, I settled, softly, in the fourth window seat behind the driver, to over think what was to come of this meeting.

“Whew, I'll make it in time.” I said, glancing at the clock through my cracked phone screen, distracting myself briefly from the uniformed aisles of fancy British brick houses. It was clearly an affluent neighborhood.

Kofi Oduro Agyeman, I would come to learn, stuck to his time. For when it struck 1:59pm, my phone rang. “Hi Nana, where are you?” he asked, in a rather calm tone. “I'm here sir, at Marriot's car park. I'm only struggling to find the reception.” I answered, walking as fast as I could, eyes desperately moving here and there. “Look left,” the calm voice in my phone said. There he was, waving through the automatic doors of the Marriot Waltham in a black t-shirt over a pair of denim pants with a matching jacket, a black cap with white embroidered letters P O R S C H E. Oh! it was going to be a great interview, I felt it. With a piqued interest, I looked forward to learning more about the enviable success of a fellow country man, who lived in ease on a foreign soil with a highly rated business. At the softly lit first floor café, re-introductions were made, Lattes and still water served. He then signaled it was go-time! Leaning forward in my seat, I went with the question to satisfy my curiosity. “There's a running theme in the migratory stories among members of the African Diaspora; often, the route to securing foreign nationalities entails endless hours doing menial jobs at the expense of one's own dreams. Is this always the case? How different is the

migratory story of Kofi Oduro Agyeman?” He answered, “Before I get to that, let me quickly tell you how I started this thing. I've always gravitated towards the idea of starting a business since childhood. I've jumped into any opportunity presented me and made sure to make good use of it. I sojourned to the United Kingdom in 1999, while I was studying ACCA at the Institute of Professional Studies (IPS) in Ghana. The moment I stepped foot into this country, all I saw were countless opportunities. I started selling phones while I studied at the University of Buckinghamshire, at the time, mobile phones were the new things in town. As you mentioned in your question, the idea was to get my papers so I switched to nursing, because, at the time, nurses were being given three years to study and after that, it'd be easier for them to obtain the right documentations for their stay. I ended up becoming the first among my colleagues to start driving in London.” Kofi Oduro Agyeman was raised by business inclined parents in Dansoman, Accra. His family, though average earners, strive to provide their offspring with the best education and a quality in the basic necessities of life. His father used to import rice, sugar etc and his Mum was a Legal secretary who also ventured into part time trade.

Life in London came with hard knocks for the first couple of years; studying relentlessly in school, while working at ABBEY National Bank, with his IPS background, on night shifts. After three months of being accommodated by a family friend, He was kicked out of the house to go and fend for himself, and it was quite an adventure. His relative had shut his doors to him, when he realized that he was no longer going to Ghana to continue his ACCA, though he had offered to pay rent. And so, he moved to Peckham, during the period of the popular murder case of Damilola Taylor. Speaking on how the industry had transformed over the years, he said, “In the UK, it's kind of become big, because after acquiring houses, the next thing that people look out for are cars. It's a big market with a lot of fishes in the sea so, it's highly dependent on how you handle your business.” To Kofi Oduro Agyeman, income is secondary, his focus has been on seeing to the satisfaction of the client's auto problems. He said, “in a lot of instances, the relationship matters. So, you'll go an extra length of fixing a problem for a client and it may cost you some money but they will come back and you'll make the money back.”

A waitress interrupted with menus and another bottle of water. I continued, after taking three sips of water, “Optimism, does it truly play a role in the success of a business?” He answered, “To some extent, it does. Without it, it would be difficult to make any form of headway in a business because; it is what drives a

business. In my case, I keep receiving orders from Nigeria, Togo, Benin and Sierra Leone and if I'm not optimistic, I won't move the business forward by making all of the necessary enquiries from these other countries and that would have kept me stagnated. Keeping a positive spirit while taking risks and exploring new areas of opportunities, I would say is key." Speaking on what he did to enhance the visibility of his business, he said, "A little bit of online advertisement but as an African, what really worked for me was word-of-mouth advertisement. It is the best. And what makes it more effective is honesty. When I started this business, I remember, I had to foot half of the bills for some clients to earn their trust but now, I don't have to do all that anymore because they have come to trust my words and service."

Auto Parts for all, covers cars of all brands and origins. As long as customers can afford it, they're here to serve. However, because of the trust garnered over the years, most of the people who patronize their services happen to be owners and fanatics of high end auto mobiles. Those who visit the spare parts hub of Ghana, Abossey Okai, seeking for auto solution, end up having their orders forwarded to him from the Abossey Okai dealers. Speaking on some of the challenges encountered along the set up of his business, he replied, "I am a very careful business man but I do face a little challenge. Like some clients delaying payments, client's uncertainty of what they want. Some come with specific requests for their car parts and it turns out not being what they needed to solve their problems. We get cases where customers' car chassis numbers on their cars aren't right because the car was probably stolen and sold resold or something confusing altogether. We ended up buying an engine worth £6,000 for that car, they receive it, and we're told a different story about it not being right. You want to meet the client in the middle of such a situation, so, you foot half of the bill and they cover the rest."

We shared a hilarious moment, when he touched on a time he missed or nearly

missed a supply deadline. He narrated, "there was this guy, very rich Nigerian guy who lived in Ghana. Whenever he paid for an item, he expected a delivery within the given time frame. This was in 2019. He paid for a part of a Rolls Royce, not giving second thoughts about cost. We ordered the part and flew it down to Ghana. For some reasons unknown, the item got delayed in Turkey. It was put on Turkish airlines. It got stuck in Turkey for five days, surpassing the three days we had promised the guy. He marched with a gun to our office in Ghana making threats to all staff present. I was calm and composed but the others weren't. Eventually, we delivered the car to him but I had to delegate a mutual friend to calm his nerves with invoices from Bentley as proof of purchase."

In such a dynamic landscape as the automotive industry, Kofi Oduro Agyemang attributed his ability to remain on top, to honesty. In his words, "Once you know how to take good care of people's monies, they will bring you everything." In 2011, He lost a nursing job, which he described as the best thing that ever happened to him. He said, "I had desired to solely trade in cars and its parts and the nursing, at the beginning, became some sort of hindrance. It had become a comfort zone because of the little I was earning there, and you know what they say about comfort zones. A colleague of mine stole a patient's money and I was a witness, together with some others. This colleague ended up reporting us abusing the patient that we were helping. It became a huge case; we took the NHS to court and won. They settled us with a substantial amount of money and that became my seed capital."

As we walked to the car, the Porsche cayenne with the matte black finish, I asked, "Any nuggets for aspiring auto dealers out there?" then he answered, "they would need to cultivate the spirit and attitude of honesty because it is

what would keep them in operations for a long time. It's what ensures a constant inflow of business and guarantees your daily bread."

In a field where cost of products are highly influenced by the ports and harbors and their ridiculous clearance charges, it is refreshing to see how Kofi Oduro Agyemang has kept and continues to stay at the top of affairs over a decade. As he drove away, all smiles and waving at me through the windows of his glossy black Porshe cayenne, after my drop-off at the train station, I could not help but wonder the next line of business this man was going to venture. Twenty-four hours later, he would let me in on his real Estate venture; nearly completed four-town house project at Tema Community 25. Age clearly has nothing on ambitions. Meanwhile, I can't wait to chat to my editor and sister about my first ride in a Porshe!

“cultivate the spirit and attitude of honesty because this is what will keep you in business operations for a long time.”





Top 10 Productivity Tools For 2024- Deep Dive

Awura Abena Amponsah

It is more important than ever before to locate the appropriate tools in order to increase productivity in the constantly shifting environment of work and personal management. As 2024 begins, the digital change continues to offer a wide range of tools and platforms that are meant to make our daily lives easier, help us concentrate, and overall make us more productive. Sifting through all the possibilities to identify the ones that will actually have an effect may be a real challenge. In an effort to shed light on the situation, this article has compiled a list of the ten

most noteworthy productivity tools based on their unique features, practicality, and level of user happiness.

Software is only one component of productivity tools; they are catalysts for realizing our maximum potential. These tools provide answers for a wide range of requirements and objectives, whether you're a student trying to combine school and home life, a professional trying to maximize your workday, or a freelancer trying to navigate the complexities of self-

management. While we consider these choices, keep in mind that we aren't just trying to get more done in less time; we want to improve both the quantity and quality of our work, as well as our health and happiness.

Productivity Tools: What Are They?

The term "productivity tools" refers to a broad category of applications that assist individuals and groups in becoming better organized, setting priorities, and finishing work more quickly. Apps

can range from basic note-taking and to-do list makers to full-blown project management and time-tracking suites. You can stay focused, avoid being sidetracked, and improve team communication with the correct productivity tools.

Improving Your Life Through Enhanced Productivity

Productivity gains have repercussions outside of the workplace as well. We can do more and make room for development, recreation, and health if we learn to manage our time well. A more satisfying existence, less stress, and a better work-life balance are all possible outcomes of increased productivity. Get things done quickly and effectively, and you'll feel good about yourself and have more time for the things and people that matter to you.

10 of the Best Productivity Tools You Can Use

1. NOTION



Among all-in-one workspaces, Notion stands out for its ability to manage projects, make reminders, take notes, and manage databases. With its editable templates, it's easy for anybody, from individuals to small businesses, to create a personalized or collaborative office. Everything you need, whether you're creating a content calendar, designing a new project, or managing corporate resources, is at your fingertips with Notion's

integrated task management system. It is a formidable force in the field of productivity tools due to its capacity to consolidate several capabilities into a single platform.

Top Features: All-in-one workspace, customizable templates, integrated task management.

2.TRELLO



With Trello, you can easily and effectively manage your projects using a visual approach. Users may arrange and prioritize their tasks in an enjoyable, adaptable, and fruitful manner by making use of boards, lists, and cards. Trello's power is in its flexible workflow customization options and user-friendly drag-and-drop interface. Whether you're managing a software development process or a marketing campaign, Trello can adjust to your needs. With automation capabilities like Butler, you can eliminate manual work by automating activities inside boards, making your life easier.

Top Features: Visual project management, flexible boards, automation with Butler.

3.SLACK



By centralizing all of your team's communications, Slack completely changes the game when it comes to team communication. Slack makes teamwork easy and effective with features like real-time chat, project-specific channels, and connections with a plethora of other business and productivity apps. Information can be quickly accessed through its capacity to establish concentrated zones for different subjects or projects. This makes it a crucial tool for teams aiming to improve collaboration and efficiency.

Top Features: Real-time messaging, integrations with other tools, customizable channels.

4. ASANA



The user-friendly and aesthetically pleasing interface of Asana makes project and task management a breeze. Features like timeline views, which show due dates and project stages in a graphical format, aid teams in planning, organizing, and tracking their job progress. Asana is a great tool for getting things done because of its automation features and the fact that you can construct your own processes. Asana is well-liked by project managers and teams in all kinds of sectors due to its emphasis on improving collaboration and clarity.

Top Features: Project and task management, timeline views, automation features.

5. EVERNOTE



For quite some time, Evernote has been praised as the go-to app for organizing and taking notes. With its robust search features and capacity to save notes in a variety of formats (such as text, photos, and voice recordings), it is an essential tool for anybody seeking to maintain order in their thoughts and ideas. The ability to sync between platforms makes sure that your notes are always there, regardless of the device you use, and tools like web clipping make it easy to save anything from the internet.

Top Features: Note-taking, web clipping, cross-platform syncing.

6. Zoom



Zoom has revolutionized video conferencing by offering a strong platform for online meetings, webinars, and team projects. It has become an indispensable tool for business and personal correspondence because of its user-friendly interface, virtual backdrops, and breakout spaces that improve the quality of distant meetings. Thanks to its dependable service and user-friendliness, Zoom has become the standard for keeping in touch with colleagues and loved ones.

Top Features: Video conferencing, breakout rooms, virtual backgrounds.

7. MICROSOFT TEAMS



With its tight integration with Microsoft's other productivity suites, Microsoft Teams goes beyond just a simple messaging app and becomes a full-fledged platform for teamwork. Not only can it facilitate voice and video conversations, but it can also store files, integrate with other apps, and allow users to personalize their workplace. Organizations strongly embedded in the Microsoft ecosystem greatly benefit from Teams because it provides a central location for workgroups to interact, exchange documents, and manage projects.

Top Features: Team collaboration, video meetings, integration with Office 365.

8. TODOIST



Todoist provides an uncluttered and simple method for managing tasks. Anyone seeking an effective way to organize their to-do lists will find it a great tool due to its simplicity and strong features like productivity tracking and natural language input. Todoist is a versatile and user-friendly task management app that may help you stay

organized and focused on what's important, whether it's tracking daily activities, planning a project, or creating long-term objectives.

Top Features: Task management, natural language input, productivity tracking.

9. Google Workshop



For both home and business usage, Google Workspace (formerly G Suite) offers an extensive suite of tools for collaboration and productivity. With Google Workspace, users can collaborate in real-time on a variety of documents, spreadsheets, drives, and calendars, streamlining remote teamwork. Its collaborative editing features and tight interaction with Google's ecosystem make it the go-to platform for companies seeking to streamline their operations and boost efficiency.

Top Features: Integrated office suite, collaborative editing, cloud storage.

10. FOREST



Forest provides a fresh perspective on increasing concentration while decreasing smartphone use. Forest adds an ecological and motivating spin to time management by letting users

plant virtual trees that grow as they remain focused. This program is a win-win: it helps users stay focused during concentration sessions by paying them for growing their virtual forest, and it also helps plant actual trees, so it's a productivity tool that benefits both users and the world.

Top Features: Focus timer, motivational tool to minimize phone usage, planting real trees as rewards.

Final Thoughts

Tools are facilitators, not magic wands; keeping this in mind is critical in our pursuit of productivity. How well we can incorporate an app into our daily lives and tailor its features to meet our individual requirements determines how useful that app will be. As we include the techniques mentioned earlier, let's do so mindfully, constantly evaluating how they affect our efficiency and happiness.

As a reflection of the wide range of difficulties and personal preferences that we all encounter, the landscape of productivity tools is expansive and diverse. These are just a few of the top tools out there in 2024, but that's hardly everything there is. The only way to know for sure what will work is to try different things. Get to know these tools, check out what they can do, and pay close attention to your personal preferences and routines. Not only will you be more productive, but you'll also be one step closer to living a life that's balanced and satisfying.



Awura Abena Amponsah is an entrepreneur and business coach.

She has a diverse and extensive background in business administration, international business development, project management and business strategies.

Awura has been building businesses for the last decade and leads Sumundi Inc., a rising software company that's helping 5000+ entrepreneurs optimize their chances of sustainability and scalability.

After years of coaching different teams, she now spends a lot of her time creating personalized resources and consulting with amazing people like you to achieve their full potential both in business & at life.



HOW TO KNOW IF YOU HAVE POOR NETWORK CAPITAL

Vusi Thembekwayo

In the business interactions, the term «network capital» emerges as a potent measure of an organization's credibility, financial stability, and the depth of trust it has cultivated within its ecosystem. It signifies not just the monetary assets a company possesses but the wealth of relationships, reliability, and integrity it has nurtured over time. A strong network capital embodies a wealth of trust, an intangible currency that is often more valuable than any monetary transaction.

One glaring indication of a company's poor network capital and, consequently, its lack of trustworthiness is its insistence on upfront payments. When a business demands substantial sums before delivering goods or services, it sends a clear signal to its customers - a signal that implies financial instability and raises doubts about the company's ability to fulfill its obligations. This practice, often born out of immediate financial need, showcases a lack of

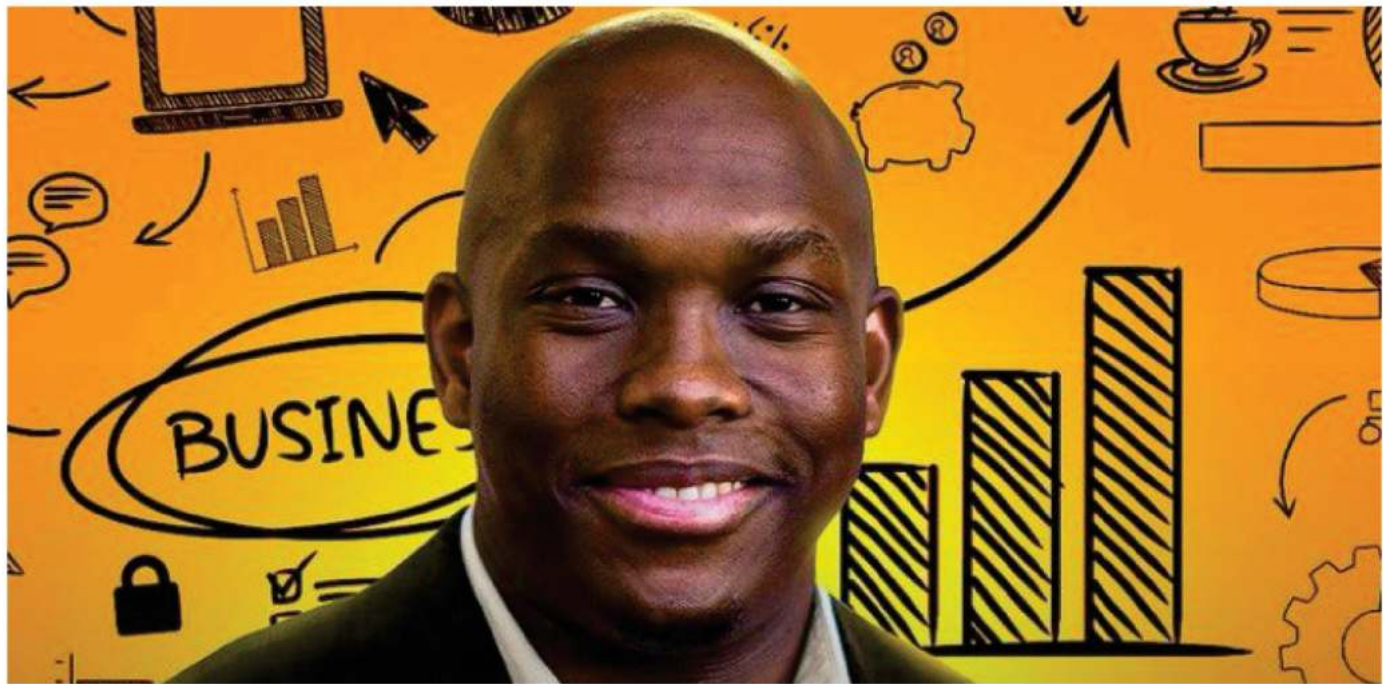
confidence in the company's own stability and reliability.

For customers, the requirement of upfront payments translates into a lack of trust. It suggests that the company does not have confidence in its own ability to deliver as promised, necessitating a safeguard in the form of prepayments. Such demands erode the faith that customers place in businesses; they undermine the fundamental trust that forms the backbone of any successful transaction. Trust, after all, is the cornerstone of enduring relationships, and businesses built on weak network capital risk damaging their reputations in the eyes of their clientele.

In an era where connections and collaborations often drive success, businesses should invest in building robust relationships with their customers. Transparent communication, reliability, and integrity are the building blocks of

trust.

Companies that prioritize these elements understand that a strong network capital is not just about immediate financial gains but also about cultivating long-term partnerships.



HOW TO PRICE YOUR BUSINESS?

Vusi Thembekwayo

In commerce where transactions are not just about products and services but also about the worth we assign to them, stands a fundamental principle: understanding the value and standing firm on your price. This principle, often overlooked in the pursuit of profits, holds the essence of a successful and sustainable business. It's not merely about setting a numerical figure; it's about recognizing the intrinsic worth of what you offer and unyieldingly believing in it.

Firstly, understanding the value is an introspective journey for a business. It involves soul-searching, evaluating the core essence of your offerings, and recognizing the unique benefits you bring to your customers' lives. It's about comprehending the hours of dedication, innovation, quality, and expertise that are infused into your products or services.

By acknowledging this value, you are not just pricing a product; you are quantifying the passion, the

knowledge, and the effort that have gone into its creation.

Standing firm on your price is an outward manifestation of this internal understanding. It's about respecting your own worth and refusing to compromise your standards. In a world where price wars and discounts often cloud the market, holding your ground signifies confidence in the superiority of what you provide. It communicates to your customers that your offerings are not just commodities to be bargained over but valuable solutions that come at a fair price. This unwavering stance acts as a shield against undervaluation and ensures that your business operates on a sustainable, profitable foundation.

Moreover, standing on the value and price is a statement of integrity. It signifies honesty and transparency in your business dealings. Customers appreciate straightforwardness; they

respect businesses that do not resort to hidden costs or manipulative pricing strategies.

2024 BUSINESS TRENDS TO WATCH OUT FOR



In the ever-changing landscape of the business world, staying at the forefront is more than just an advantage—it is a necessity. As we gaze into the future, 2024 will stand out to be a year defined by transformation, adaptation, and innovation.

While global economic challenges may present sizable hurdles, the compelling forces of technology and societal shifts will also be too impactful to be disregarded.

Therefore, this article seeks to predict the top ten most notable business trends every organization should be poised to adopt.

TOP 10 TRENDS BUSINESSES MUST PAY ATTENTION TO

1. Generative AI: This year, there is keen anticipation for the leaps in generative Artificial Intelligence (AI), expected to be one of the standout technological advancements. Projections by American technological research and consulting firm Gartner, hint that AI contribution will reach 10 percent of all data generation by 2025, setting the stage for substantial growth from this year.

Significant strides have already been witnessed, with OpenAI's launch of ChatGPT in the latter part of 2022. The generative AI landscape has since experienced a surge in investor interest, fueled by robust earnings from notable companies such as Nvidia. Throughout 2023, tech giants concentrating on generative AI have consistently outperformed the broader market.

Therefore, there is a need for businesses to stay abreast with generative AI's transformative potential and pursue investments

to leverage its full benefits for increased productivity and efficiency. According to Goldman Sachs, there's potential for generative AI to boost global gross domestic product by 7 percent in the next decade, exerting a substantial influence on both business and society.



2. Sustainable business technologies and practices: In 2024, another significant trend will revolve around the advancement of sustainable technologies and business practices such as clean, green, and climate technologies. Gartner identifies sustainable technologies as crucial strategic trends, forming a digital framework that contributes to Environmental, Social, and Governance (ESG) outcomes.

Gartner predicts that by 2027, 25 percent of Chief Information Officers' compensation will be tied to the impact of sustainable technologies adopted by businesses. Equally, the Harvard Business Review emphasizes the immense economic opportunity, estimating a \$12 trillion potential, even with achievement in just a few of the 60 identified areas, such as food and agriculture, cities, energy and materials, and health and wellbeing.

Key sectors including garbage recycling, electric vehicles, sustainable construction for homes and businesses, green energy, agricultural technology, and carbon capture will witness strong investor interest in 2024.



3. Personalization-at-scale: The rise of personalization on a large scale is fueled by customer preferences, with studies indicating a growing inclination toward companies dedicated to environmental sustainability. Simultaneously, the expansion of the green economy reveals that eco-friendly approaches can contribute to overall business success.

Instances like L'Oréal creating tailored cosmetics based on individual skin types and brands like Nike providing custom shoes in a myriad of styles and colors exemplify this trend. As this continues, businesses, regardless of size, are expected to adopt personalized solutions to foster

deeper connections with their customer base.



4. The data economy: In the upcoming years, businesses will recognize the growing significance of data as a valuable asset. More companies will be expected to enhance their operations and refine customer offerings through a strategic approach to their data. This preparation will propel them toward the next phase - capitalizing on their datasets to explore fresh business opportunities.

An example of companies pioneering this shift is John Deere, which has innovatively sold data from its sensor-equipped farm equipment to farmers, providing valuable insights for productivity improvement. As large-scale data collection and AI-driven analytics become more accessible, smaller companies in various niche sectors are likely to adopt this trend.



5. The skills solution: The skills shortage has been a recurring topic in recent years and companies' response to this challenge has included shifts in hiring practices, focusing on candidates with relevant experiences and skills rather than traditional qualifications like education or age. This approach will persist as a prominent trend in 2024.

Moreover, there will be ongoing

While global economic challenges may present sizable hurdles, the compelling forces of technology and societal shifts will also be too impactful to be disregarded.

efforts to invest in training and upskilling, with a specific emphasis on disruptive technologies like generative AI and skills crucial in an AI-driven economy.



6. Automation: In 2024, the field of industrial automation is poised for increased growth and advancement, fueled by the convergence of technologies like the Internet of Things (IoT), edge computing, AI, Machine Learning, and 5G/6G. Businesses should therefore be ready to consider the adoption of new and emerging trends such as an increase in predictive maintenance, real-time monitoring, interconnected shop floors, automated inventory control, and the application of AI algorithms for logistics optimization and demand forecasting.

The incorporation of artificial intelligence, robotics, optimized logistics, streamlined transportation, and workflow automation will not only reduce timelines but also lower costs. The introduction of innovative technologies in supply chain management, such as the adoption of paperless transportation documents, will further expedite the movement of goods and contribute to cost savings.

These technological advancements are set to empower industrial companies, allowing them to reach new heights in terms of performance, efficiency, and competitiveness within the global market. It's foreseeable that in the year 2024, the landscape of supply chain management will undergo a transformative hyper-automation revolution.



7. The customer experience revolution: Visualize a graph tracking your customers' feelings at each point of interaction with your company, products, or services – that is the essence of the new customer experience demands.

While companies traditionally based their business models on superior quality or value, the focus in 2024 should be on making every interaction and experience evoke a positive response from the customer. This should involve personalized marketing that caters to customer needs promptly, ensures timely deliveries, promotes seamless setup and installation, and drives effective issue or complaint resolutions.

Many companies are now appointing Chief Experience Officers to embed these principles into their overall business strategies.



8. Health and Wellness: The emphasis on health and well-being in the workplace is gaining traction, signaling a change in corporate focus towards a more comprehensive approach to employee health, despite a slight dip in growth.

CircleCare, a US-based company, contributes to this trend by providing a platform that motivates employees to adopt healthier lifestyles through gamification and rewards. Meanwhile, Trickle, a UK-based startup, is revolutionizing employee engagement with its platform, capturing real-time experiences and suggestions, and fostering a culture of openness and collaborative problem-solving.

These innovative approaches are reshaping workplace culture, highlighting the significance of mental and physical well-being as integral factors in employee satisfaction and productivity.



9. Remote selling and virtual events: The lasting influence of the pandemic on how businesses engage with their customers endures, and in 2024, the significance of virtual events and remote selling will remain integral to marketing strategies.

Companies are anticipated to continue leveraging these approaches, utilizing online conferences, virtual product launches, and remote participation in trade shows to effectively connect with global audiences and drive sales.



10. The influence of Generation Z: This year, the spotlight will be on Generation Z, the youngest cohort in the workforce, emerging as a dominant force. Businesses are expected to tailor their approaches to cater to the distinct preferences and values of this generation, placing a strong emphasis on diversity, inclusivity, and social responsibility.

To effectively attract and retain the tech-savvy and socially conscious Gen Z demographic, organizations will need to embrace strategies that resonate with their unique outlook on the workplace and society.



CONCLUSION

In a world fraught with uncertainty, the key lies in cultivating resilience in the face of cybersecurity risks, economic recessions, environmental adversities, or challenges posed by disruptive competitors, among others.

The year 2024 promises to be a year of dynamic change and innovation. To thrive in this landscape, businesses must adapt and embrace these ten key trends. It's not just about surviving – it is about thriving in a future filled with possibilities.



Profit metrics for business success-

Dr Maxwell Ampong

In the competitive business world, understanding your enterprise's financial foundations is beneficial and essential for survival and growth. Among the most crucial financial metrics entrepreneurs must grasp are Profit, Margin, Profit Margin, Net Profit, and Net Margin. Each of these terms, while interconnected, offers unique insights into the financial health and operational efficiency of a business.

DEFINING THE FUNDAMENTALS

In the labyrinth of business terminology, it's easy to get lost among various financial metrics. Yet, understanding these terms is pivotal for making informed decisions. We break down the essentials: Profit, Margin, Profit Margin, Net Profit, and Net Margin, laying a solid foundation for our discussion.

Profit

Profit, in its most basic form, represents the financial gain made when the revenue from business activities exceeds the cost of goods or services. It is the most direct indicator of business

success, reflecting the primary goal of most enterprises: to make money.

Margin

Margin measures how much out of every unit of revenue is left over after accounting for the costs of goods sold (COGS). It is usually expressed as a percentage, indicating the portion of each sales dollar representing profit.

Profit Margin

Profit Margin, often used interchangeably with Margin, further refines the concept of margin by distinguishing between gross profit margin and operating profit margin. Gross profit margin considers only the COGS, offering insight into the profitability of the core activities of the business. On the other hand, the operating profit margin considers operating expenses, providing a more comprehensive view of a company's operational efficiency.

Net Profit

Net Profit, or net income, is the amount of money left

after all operating expenses, taxes, interest, and costs have been subtracted from total revenue. The bottom line shows what the company truly earns or loses during a specific period. Net profit is a critical indicator of a company's financial health and ability to generate profit from its operations.

Net Margin

Net Margin takes the concept of net profit further by relating it to revenue. It shows what percentage of revenue has turned into net profit. After all, expenses have been deducted. This metric is invaluable for comparing the profitability of companies within the same industry, regardless of their size.

THE RELATIONSHIP BETWEEN THESE METRICS

The relationship between these financial metrics is intricate yet fundamental to comprehend:

Profit and Margin: Profit reflects the absolute financial gain, while margin offers insight into the efficiency of generating that profit relative to sales. A business can increase its profit by increasing sales and improving its margins through cost control or pricing strategies.

Profit Margin and Net Profit: Profit margin, often used interchangeably with Margin and expressed as a percentage, indicates the efficiency of converting sales into profit. Net profit, on the other hand, is the absolute amount that remains after all expenses. A higher profit margin usually translates to a higher net profit, but the scale of operations and sales volume also influences this.

Net Profit and Net Margin: These metrics close the loop by connecting the absolute earnings (net profit) with the efficiency of these earnings in relation to revenue (net margin). A healthy net margin indicates a robust ability to convert revenue into actual profit, accounting for all costs.

ROLE IN FINANCIAL HEALTH AND DECISION-MAKING

Understanding these relationships is pivotal for strategic decision-making. For instance:

A business with a high gross margin but a low net margin might be spending too much on operating expenses, indicating potential areas for cost reduction.

Conversely, a business with a high net margin but a relatively low gross profit margin may have effective cost control. Still, it could benefit from increasing sales volume or adjusting pricing strategies to improve gross margins.

Entrepreneurs can use these insights to pinpoint where operational adjustments are needed, whether in cost management, pricing strategy, or investment in growth opportunities.

IMPLICATIONS FOR ENTREPRENEURS AND THE BUSINESS SECTOR

Understanding the dynamics between profit, margin, profit margin, net profit, and net margin is more than an academic exercise; it has real-world implications for entrepreneurs and the business sector at large. For entrepreneurs, especially in the context of the Ghanaian business landscape, these metrics serve as a compass guiding strategic decisions, operational adjustments, and long-term planning.

Importance for Entrepreneurs

1.Strategic Pricing: By understanding margins, entrepreneurs can set prices that not only cover costs but also ensure profitability. This is particularly crucial in competitive markets where pricing can be a key differentiator.

2. Cost Management: Insights from profit and net margin analysis help entrepreneurs identify areas where costs can be trimmed without compromising product or service quality, thereby enhancing profitability.

3. Financial Planning: These metrics are vital for forecasting and planning. They help entrepreneurs set realistic financial goals, prepare for future investments, and secure funding by demonstrating financial health to investors and lenders.

Impact on Business Strategies and Growth

Resource Allocation: Entrepreneurs learn to allocate resources more efficiently, investing in areas that maximise profit margins and net profit.

Growth Opportunities: A clear understanding of these financial metrics enables businesses to confidently identify and pursue growth opportunities, such as expanding into new markets or launching new products.

Risk Management: By monitoring these metrics, businesses can identify financial challenges early and take corrective action, reducing the risk of financial distress.

The Ghanaian Business Sector

In Ghana, where both opportunities and challenges mark the business environment, these metrics take on added significance:

Competitiveness: For Ghanaian businesses, particularly SMEs, understanding and applying these metrics can enhance competitiveness, enabling them to stand out in local and international markets.

Economic Contribution: As businesses become more profitable and efficient, their contribution to the economy grows through job creation, increased tax revenues, and higher export potential.

Innovation and Sustainability: A solid grasp of financial health encourages innovation and sustainability, as businesses are more likely to invest in sustainable practices and innovative solutions when they are financially sound.

STRATEGIES FOR IMPROVING PROFIT MARGINS AND NET PROFIT

Improving profit margins and net profit is central to achieving sustainable business growth. Here, we outline practical strategies entrepreneurs, particularly in the Ghanaian context, can employ to enhance their financial performance. These strategies are not just

about cutting costs; they're about optimising operations, investing in growth, and making informed decisions.

1. Cost Control and Reduction



Streamline Operations: Analyse your business processes to identify inefficiencies and areas where you can reduce waste. This might include automating repetitive tasks or renegotiating contracts with suppliers.

Manage Inventory Efficiently: Too much inventory ties up capital and incurs storage costs, while too little can lead to stockouts and lost sales. Implementing just-in-time (JIT) inventory management can help balance this.

2. Pricing Strategies



Value-Based Pricing: Instead of pricing solely on cost or competition, consider the value your product or service provides to customers. This approach can justify higher prices if your offering solves a significant problem or delivers substantial benefits.

Dynamic Pricing: Use dynamic pricing strategies to adjust prices based on demand, competition, and market conditions. This requires a good understanding of your market and can lead to higher margins during peak demand periods.

3. Revenue Diversification



Expand Your Offerings: Introduce new products or services that complement your existing offerings. This opens up additional revenue streams and can attract new customer segments.

Enter New Markets: Explore opportunities to expand your business into new geographic areas or sectors. This could mean exporting products to neighbouring countries or catering to a different industry within Ghana.

4. Enhancing Operational Efficiency



Invest in Technology: Adopting the right technology can streamline operations, improve customer service, and reduce costs. For example, using cloud-based accounting software for real-time financial monitoring.

Employee Training and Engagement: Well-trained and engaged employees are more productive and can improve service quality and efficiency, leading to higher customer satisfaction and repeat business.

your financial statements to monitor progress and identify trends. This will help you make informed decisions and take timely corrective actions.

Seek Professional Advice: Consider consulting with financial advisors or accountants who can provide insights into optimising your tax obligations and financial planning.

Understanding and applying the concepts of profit, margin, profit margin, net profit, and net margin is crucial for business success. By making these topics accessible, engaging and interactive content, and active community involvement, we can empower entrepreneurs to make informed decisions that drive their businesses forward.

5. Strategic Investment in Marketing and Sales



Focus on High-Margin Products: Identify your high-margin products or services and allocate more marketing resources to them. This could mean more targeted advertising or offering bundles that combine high-margin items with other products.

Leverage Digital Marketing: Digital marketing tools offer cost-effective ways to reach a wider audience. Use social media, email marketing, and SEO to increase visibility and drive sales.

6. Financial Management



Regular Financial Review: Regularly review

Fatigue : the health hazards of fatigue and the remedy to cure it as an entrepreneur

Fatigue can pose serious health hazards for entrepreneurs, leading to decreased productivity, impaired decision-making, and increased risk of burnout. To address fatigue effectively:

- 1. Recognize the signs:** Be aware of symptoms such as persistent tiredness, lack of concentration, irritability, and difficulty making decisions.
- 2. Prioritize sleep:** Ensure you get adequate sleep each night. Aim for 7-9 hours of quality sleep to promote physical and mental well-being.
- 3. Manage workload:** Delegate tasks, streamline processes, and set realistic goals to avoid overwhelming yourself with excessive work.
- 4. Take regular breaks:** Schedule short breaks throughout the day to rest and recharge. Even a few minutes away from work can boost productivity and mental clarity.
- 5. Healthy lifestyle:** Maintain a balanced diet, exercise regularly, and limit caffeine and alcohol intake. These habits support overall health and energy levels.
- 6. Stress management:** Practice stress-reduction techniques such as meditation, deep breathing exercises, or yoga to alleviate tension and promote relaxation.
- 7. Time management:** Use effective time management strategies to prioritize tasks, set boundaries, and avoid overcommitting yourself.
- 8. Seek support:** Don't hesitate to reach out to friends, family, or mental health professionals for support and guidance if you're struggling with fatigue or mental health issues.
- 9. Create a supportive work environment:** Foster a supportive and collaborative work culture where team members can openly discuss their workload and well-being.
- 10. Self-care:** Make self-care a priority by engaging in activities you enjoy outside of work, spending time with loved ones, and pursuing hobbies or interests that help you relax and recharge.

10 ways to deal with stress as an entrepreneur



- 1. Prioritize tasks:** Make a list of tasks and prioritize them based on urgency and importance to avoid feeling overwhelmed.
- 2. Time management:** Allocate specific time slots for work, relaxation, and personal activities to maintain a healthy work-life balance.
- 3. Delegate responsibilities:** Trust and delegate tasks to capable team members or outsource tasks to reduce your workload.
- 4. Practice mindfulness:** Incorporate mindfulness techniques such as meditation or deep breathing exercises to manage stress levels.
- 5. Stay organized:** Keep your workspace tidy and organized to minimize distractions and increase productivity.
- 6. Take breaks:** Schedule regular breaks throughout your day to rest, recharge, and prevent burnout.
- 7. Stay active:** Engage in regular physical activity such as exercise or yoga to reduce tension and improve mood.
- 8. Seek support:** Connect with other entrepreneurs or mentors for support, advice, and encouragement during challenging times.
- 9. Set boundaries:** Establish clear boundaries between work and personal life to prevent work-related stress from spilling over into your personal time.
- 10. Celebrate achievements:** Acknowledge and celebrate your accomplishments, no matter how small, to boost morale and motivation.

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