



INSPIRING
WOMAN
AFRICA

EDITION 1, 19TH AUGUST, 2025

A portrait of Hon. Imaan Sulaiman-Ibrahim, a woman with a warm complexion, wearing a vibrant green and purple patterned headwrap and a matching green and purple beaded shawl. She is looking directly at the camera with a slight smile. Her hands are clasped in front of her, adorned with several bracelets and rings.

HON. IMAAN SULAIMAN- IBRAHIM

SHAPING THE FUTURE FOR
NIGERIAN WOMEN

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Welcome!

Dear Readers,

Welcome to the inaugural issue of Inspiring Woman Africa (IWA) Magazine! I am filled with excitement and gratitude. After 18 incredible years as a journalist, it is time to take it a notch higher. The time has come for me to embark on a new journey, one that is incredibly close to my heart—a magazine dedicated to celebrating and empowering women from all walks of life.

This magazine is not just a publication; it's a community, a sanctuary, and a space where the voices, stories, and experiences of women can be shared, honoured, and amplified. Our mission is to inspire you, uplift you, and connect you with the diverse tapestry of femininity that defines our world.

In each issue, you'll find a medley of articles that focus on various aspects of womanhood—embracing our strengths, navigating our challenges, and celebrating our victories. Also, we are excited to celebrate the men too. Trust me when I say they also deserve to be celebrated and we will always do so in every edition.

Here are our offerings:

Woman Executive	•
Gender Insights	•
Financial AdviseHER	•
Holistic Living	•
Faith, Work & Walk	•
Made For More	•
Woman At The Helm	•
Let's Talk About It	•
Tribe With The Vibes	•
In The News	•
From The Diaspora	•
Garb & Glam	•
From The Ministry Of Women Affairs	•
We've Got Men	•
Events	•

You can see that you are in for a great time! We shall be serving you this goodness every week. Yes you heard that right, every week! We are excited about this journey and I believe you are as well.

I want to extend my deepest appreciation to my distinguished contributors who warmly received the invitation to come on board on this adventure. Together, we'll strive to create content that is not only informative but also relatable and engaging.

As we embark on this journey together, I hope you find inspiration within these pages. May this magazine serve as a reminder that we are stronger together and that every woman has a story worth telling.

Thank you for being a part of this new chapter. Here's to courage, connection, and the celebration of women everywhere!



Hon Imaan Sulaiman-Ibrahim fsi is an international expert and thought leader in security, conflict resolution, humanitarian and disaster management, development and migration governance. She is driven by a passion to tackle critical and legacy issues impacting women, children, and vulnerable populations, and has dedicated her career to promoting inclusive development, stability, and social equity. Between 2019 and 2023, she served as a member of the Nasarawa State Investment and Economic Advisory Council, where she showcased her policy acumen and strategic insight, contributing significantly to the state's development agenda while supporting efforts that delivered over \$1 billion in investments.

Cover interview

HON. IMAAN SULAIMAN- IBRAHIM

SHAPING THE FUTURE FOR
NIGERIAN WOMEN

Kemi Ajumobi





Serving as Special Adviser on Strategic Communication and Partnerships to the Minister of State for Education in 2020, she championed the Alternate School Programme, which earned the commendation of the highest policy decision making body in Nigeria – the Federal Executive Council, and continues to be a strategic initiative for reducing the number of out-of-school children in Nigeria. In December 2020, Hon Imaan's exceptional leadership was recognised as she assumed the role of Director-General of The National Agency for the Prohibition of Trafficking in Persons (NAPTIP).

In recognition of her reform expertise, and commitment to national security and stability, she was appointed in August 2023, as a Minister of the Federal Republic of Nigeria, to the Ministry of Police Affairs (State), making her the First Female Minister of Police Affairs.

She is a fellow of Nigeria Security Institute, a Certified Personnel Management Professional, and a Certified SAP HCM Consultant, amongst other certifications. Imaan is a visiting lecturer at the Sultan Maccido Institute for Peace, Leadership, and Development Studies in the University of Abuja, where she teaches post-graduate students about global migration governance and national security.

She also serves as a visiting lecturer at the University of Rome in Italy, contributing her expertise and insights to an international academic audience. Imaan holds a degree in Sociology from the University of Abuja, and a Master's of Business Administration (MBA) and a Master's of Art in Management (MA), both from Webster University, St Louis, Missouri (London Campus).



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*Entrepreneurship
taught me resilience,
innovation, and
the importance of
results*”



FROM ENTREPRENEURSHIP TO GOVERNANCE

My journey began in the private sector, where entrepreneurship taught me resilience, innovation, and the importance of results. Moving into governance, first at NAPTIP, then at the National Commission for Refugees, Migrants and Internally Displaced Persons (NCFRMI), later Minister of State for Police Affairs, and now as Minister of Women Affairs. Across these roles, I have carried those same values - focusing on measurable impact, efficiency, and accountability. The transition has expanded my perspective, allowing me to see how public policy can transform lives at scale. The combination of entrepreneurial drive and public service has shaped me into a leader who is both results-oriented and deeply committed to the people we serve.

POLICY IMPLEMENTATION BY THE MINISTRY OF WOMEN AFFAIRS

Under the Renewed Hope Agenda, we have prioritised strengthening the National Gender Policy, scaling up the Nigeria for Women Project (NFWP-SU) to reach more states (with a target of 5 million women), and launching targeted programmes and interventions such as Ending Energy Poverty (piloted in 5 States, and targeted at transitioning families to clean cooking and improving their access to electricity), amongst several others. We are also finalising the National Framework on Ending Violence Against Women and Girls, and enhancing our Women Economic Empowerment (WEE) Policy Implementation Plan. These initiatives ensure that women's issues remain central to national development.

We are essentially pursuing a dual track of direct empowerment of women through targeted livelihood, skills, and financial inclusion programmes on one hand, and systemic reforms on the other—strengthening laws, institutions, and social norms to create an enabling environment where women can thrive sustainably.

She is presently engaged in pursuing a Doctoral degree in Security and Strategic Studies at the prestigious Nigeria Defence Academy. With numerous awards locally and internationally under her belt in recognition of her dedication to impactful change.

As the Minister of Women Affairs of the Federal Republic of Nigeria, she is working tirelessly to create a future where every woman, child, and marginalised person in Nigeria can thrive with purpose, equality, and opportunity.

*We are working
with financial in-
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gender-friendly
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reduced collateral
requirements”*



BIGGEST CHALLENGES NIGERIAN WOMEN FACE AND THE MINISTRY'S INTERVENTION

Women in Nigeria face persistent challenges, including limited economic oppor-

tunities, gender-based violence, underrepresentation in leadership, and unequal access to education and healthcare. Our approach is multi-sectoral: strengthening laws and enforcement, expanding economic empowerment programmes, improving access to finance, promoting girls' education, and working with partners to change harmful social norms. For us as government, under the leader of Mr. President, His Excellency, President Bola Ahmed Tinubu, GCFR, our theory of change is that lasting transformation for women will only happen when empowerment is pursued on all fronts - economic, legal, social, and cultural - so that every Nigerian

woman not only has rights on paper, but the resources, opportunities, and enabling environment to exercise them fully.

WOMEN EMPOWERMENT INITIATIVES

We are implementing the WAVE Programme (Women Agro Value Expansion) to help women thrive in agriculture value chains, scaling up NFWP-SU to support women's cooperatives, and leveraging partnerships with the Bank of Industry, Bank of Agriculture, and international development partners to connect women with finance, training, and markets. We are also encouraging digital entrepreneurship and STEM participation.

ACCESS TO FINANCE FOR WOMEN

We are working with financial institutions to design gender-friendly credit schemes with reduced collateral requirements. Through NFWP-SU, women's affinity groups receive capacity building and revolving funds to expand their businesses. We are also working with WEMA Bank on a Programme called MOWA SARA, that is also upskilling women and providing them with finance. We launched in Kano in 2024, and on track to reach 500,000 women across the country. We are also advocating for the inclusion of women in key government credit guarantee schemes and supporting financial literacy to help women manage and grow capital effectively.

Our Girls' Education Campaign focuses on community sensitisation, scholarship support, and safe school initiatives



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Our approach is to strengthen respect for women's rights while promoting informed health choices ”

EDUCATION FOR GIRLS

Education is the most powerful equaliser. We are collaborating with the Ministry of Education and development partners to address barriers such as early marriage, insecurity, and cultural bias. Our Girls' Education Campaign focuses on community sensitisation, scholarship support, and safe school initiatives. We also push for more girls in science, technology, engineering, and mathematics (STEM).

WOMEN'S HEALTH AND RE-PRODUCTIVE RIGHTS

We work closely with the Ministry of Health to improve maternal health services, expand access to reproductive healthcare, and strengthen community health systems. We are scaling up safe motherhood initiatives, expanding access to family planning, and integrating gender-based violence response into health services. Our approach is to strengthen respect for women's rights while promoting informed health choices.

WOMEN IN POLITICS AND IMPLEMENTATION STRATEGIES

Women's voices must be heard in decision-making. We are pushing for legislative reforms such as the Special Seats for women, to increase women's quotas in elective and appointive positions, providing leadership training for aspiring women leaders, and working with political parties to mainstream gender in their structures. We also spotlight successful women in leadership to inspire others.

NEED FOR COLLABORATION TO ADVANCE WOMEN'S ISSUES IN NIGERIA

Collaboration is essential. We work with federal and state ministries, development partners, the private sector, civil society, and traditional leaders to align resources and exper-



tise. Our partnerships with UN agencies, the World Bank, and grassroots' women groups to ensure that policies translate into tangible community impact, and our approach is collaborative to maximise opportunities and not duplicate efforts.

YOUTH INVOLVEMENT IN NATION BUILDING AND THE MINISTRY'S INTERVENTION

The youth are the energy and innovation hub of Nigeria. We engage young women through mentorship programmes, digital skills training, and leadership fellowships. We also integrate youth voices into policy dialogues, ensuring they are co-creators of solutions, and not just beneficiaries.

PRIORITIES AS MINISTER OF WOMEN AFFAIRS

My priorities are clear: strengthen the policy and legal environment for gender equality, expand women's economic empowerment, end gender-based violence, improve access to education and health for women and girls, and ensure that the voices of women and vulnerable groups are heard in every decision-making process.

THE FUTURE OF THE NIGERIAN GIRL/WOMAN

I envision a Nigeria where every girl can dream without limits and every woman can live free from violence, discrimination, or poverty. A future where women are equal partners in building the nation, leading in boardrooms, classrooms, and government, and thriving in every sector of the economy.

MOTIVATION

Service to humanity motivates me. Knowing that every policy we pass, every programme we implement, and every barrier we break can change lives for generations. The smiles of women whose businesses have grown, the safety of girls who now attend school, and the dignity restored to survivors of violence keep me going.

BACK-TO-BACK VICTORIES FOR NIGERIAN WOMEN IN SPORTS

I have just been able catch my breath from the back to back celebration of



I envision a Nigeria where every girl can dream without limits and every woman can live free from violence, discrimination, or poverty”

our dearest ladies who have brought us honour in football and basketball, but I have enjoyed every bit of it. I genuinely appreciate and celebrate them for making us proud. They put in their best and clearly the results tell the entire story. As a nation, we are proud of them and we wish there more victories ahead.

THE MINISTRY OF WOMEN AFFAIRS AND IWA COLLABORATION

Congratulations on the launch of Inspiring Woman Africa (IWA). We are proud of this collaboration and we are confident that this will be a great one. For almost two decades, you have consistently written and shared the inspiring stories of great

women, elevated their impact through articles that uplifts and inspires, and we are glad you are taking this leap. As a ministry, we are doing a lot and we look forward to weekly sharing our updates on your platform so that Nigerians can be abreast on our work, initiatives and more. We wish you well and look forward to more victories for you.

IN SUMMARY The work of advancing women's rights is not for one ministry alone, but for all of us. I invite every Nigerian, male and female, to join hands with us under the Renewed Hope Agenda to create a nation where no woman or girl is left behind. When women rise, Nigeria rises.

Woman Executive

Bring Your Best Self to Work, Not Your Whole Self

Wola Joseph Condotti

In today's workplace, there is an ongoing refrain urging us to "bring our whole selves to work." At face value, this sounds progressive, even liberating.

But as a leader, I have come to learn that this well-intentioned phrase can be more complex than it appears. In truth, what our teams need is not our whole self, with all its unfiltered emotions, personal entanglements, and off-duty impulses, but rather, our best self.

Let me explain.

Leadership is not simply about occupying a title or chairing meetings. It is about being a compass in times of change, a stabiliser in moments of turbulence, and a consistent presence when people around us are navigating uncertainty. In those moments, I have found that bringing my best self-anchored in values,

tempered in tone, and focused on purpose, is far more valuable to those I lead than bringing every part of my personal life into the professional sphere.

That is not to say I wall off who I am. I bring my faith to work, because it grounds my decision-making. I draw from my family life, because it keeps me empathetic and aware of the different pressures people face beyond office walls. But I am mindful of what I share, how I show up, and what impact that presence has on my colleagues.

Debbie Lovich, in her insightful article "Why Leaders Should Bring Their Best Self-Not Their Whole Self-to Work," puts it well: authenticity is not about radical transparency; it is about consistent behaviour grounded in integrity. The best leaders do not over-index on self-expression; rather, they curate their presence with purpose.

We live in a world where the lines between personal and professional life are increasingly blurred. Remote work, always-on messaging platforms, and social media have contributed to that. Yet, good leadership requires restraint and intentionality. In a professional setting, our teams need leaders who can rise above the noise, not amplify it.

This does not mean being robotic or emotionally distant. In fact, some

of the most effective leaders I know are those who lead with warmth, humour, and heart. But they do so with discretion. They know when to be vulnerable and when to draw strength. They know when a story from their personal life can drive a point home, and when it might distract from the mission.

Over the years, I have also learnt that people look to leaders not just for inspiration, but for stability. When leaders bring every raw emotion to work, it can destabilise teams, confuse priorities, or shift focus away from the collective goal. A great leader shows up with clarity, not chaos.

There is a part of Lovich's article that especially resonated with me: "When leaders bring their best selves to work, they create a culture where others feel safe, supported, and motivated to do the same." I have seen this play out time and again. The tone we set as leaders cascades. If we are thoughtful, others become thoughtful. If we are accountable, others follow suit. If we are careless, the culture becomes disjointed.

This is not just about professionalism. It's about stewardship.

I often remind myself: leadership is a trust. Our presence in the room should elevate it. Our words should empower, not overshadow. Our choices should reflect vision, not venting.

Yes, we are all human. And yes, we will have off days. But the call to leadership asks something more of us. It asks us to rise.

So, rather than strive to bring your whole self to work, ask instead: What version of myself best serves the people I lead today? That is the self, worth bringing in, again and again.

Because at the end of the day, leadership is not about being fully seen, it is about being fully useful.



By Wola Joseph Condotti

Group MD/CEO of West Power & Gas Limited

Wola is the Group MD/CEO of West Power & Gas Limited, the parent company of Eko Electricity Distribution PLC (EKEDP) and six other affiliate companies with interests in both conventional and renewable energy sectors. In addition to this role, she serves as the Director of the Power and Renewable Division at the Women in Energy Network (WIEN) in a non-executive capacity.

Prior to her current role, Wola was the pioneer Chief, Legal & Company Secretariat at EKEDP. During her tenure, she also held multiple key positions simultaneously including Head of Regulatory Compliance, Chief Human Resources and Administration Officer, Supervising Chief of the Customer Service Department, and Data Protection Officer. Her previous experience includes roles as General Counsel/Company Secretariat Lagoon Home Savings and Loans, and Legal Associate at Banwo & Ighodalo.

Wola holds a law degree from the University of Ibadan, an LLM in International Finance Law from Harvard Law School, and an MBA from INSEAD Business School. She is also an International Finance Corporation (World Bank) Board Evaluation Certified Professional and Corporate Governance Trainer.

Wola's achievements have earned widespread recognition. Most recently, she received the inaugural Leadership Excellence Award of the Year at the Legal Era Africa Awards 2024, becoming the first-ever recipient of this category. The award celebrated her historic transition from General Counsel to Group MD/CEO, a milestone applauded for redefining leadership pathways in the legal profession.

She is a member of the Institute of Directors and the Society for Corporate Governance Nigeria. Additionally, she is an associate member of the Institute of Chartered Secretaries and Administrators of Nigeria, and Women in Management, Business, and Public Service.

Gender Insights

Gender Parity— Absolutely about the bottom-line!

Cecilia Akintomide

Many, including women, have embraced the fallacy that achieving gender parity is simply a social cause, “good to have”, or worse still a fad.



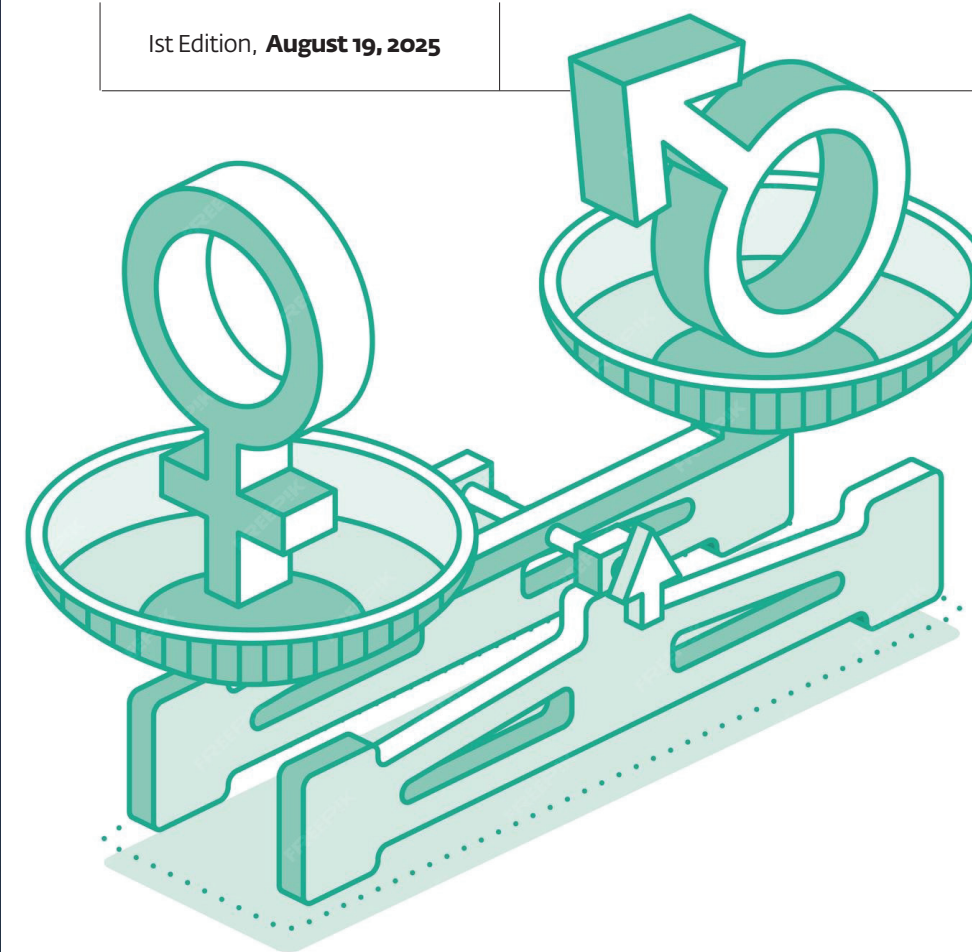
This error in judgment has led to its deprioritisation on the corporate agenda, and accordingly, in the allocation of time, financial resources and human capital. During the COVID pandemic, the gender agenda took a beating, particularly with female workforce representation having suffered disproportionately.

Closing the gender gap and achieving gender parity is, and should be prioritised as, an economic dynamic, with impact on business success and the bottom-line. Missing this fundamental understanding is a critical risk factor which sets up many businesses and economies for systemic and structural underperformance. Nigeria is on the path to achieving a \$1trn economy by 2030. Serious attention to closing gender gaps, particularly in

the workforce and in accessing economic opportunities will be mission critical. First, closing the workforce gender gap alone will increase global GDP by US\$28tn as observed in a McKinsey Global Institute Report. Bringing it home to Nigeria, the ILO observed in 2019 that closing gender gaps could add \$229bn to Nigeria’s GDP by 2025. We should also recall that 49.73% of the world’s population is female. This is a constituency that cannot be ignored. United Nations, in its World Population Prospects 2024, observed demographic shifts in the ratio of women to men with the population of women exceeding that of men, from the age of 50 years. Notably, this is the age range when women tend to have increas-

ingly disposable income, rich experience, and independence of perspectives and views which influence decisions and performance. In the McKinsey Women Matter Report, it was observed that women determine an estimated 70% of household purchases. Without women in significant numbers and in positions of influence in decision-making, companies run a real risk of waste and inefficiency, producing misaligned, unresponsive, or unattractive products, from the consumers perspective.

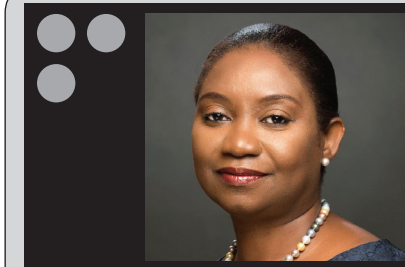
Catalyst, a leading U.S. organisation for advancement of women’s issues, in its seminal study “The Bottom Line: Connecting Corporate Performance and Gen-



der Diversity”, established that there is a link between gender diversity and corporate financial performance using two indicators, ROE (Return on Equity) and TRS (Total Return to Shareholders). Catalyst studied a sample of 353 Fortune 500 companies and found that companies with the highest representation of women in top management had higher financial performance compared to companies with low female representation. The Dean of the Lagos Business School also observed that a 20% increase in female board representation is linked to a 4% increase in ROA (Return on Assets). The IFC in partnership with NGX, in their gender gap assessment of 30 of the most capitalised companies in Nigeria, also observed that there was strong evidence that companies that are gender diverse perform better. Similarly, McKinsey in its Women Matter Report, established a correlation between the presence of a significant number of women as members of Management Committees (a minimum of 3 out of 10), and a company’s financial performance. These companies were found to have a higher market capitalisation and operating margin (at least twice as high) compared to companies with lower female representation at a similarly

senior level. Other studies have shown the positive correlation between gender diversity and business indicators such as company profitability. It is important to note from the McKinsey Report, that representation for box ticking purposes is not enough. Decisive or influential representation should be the objective. This requires a significant representation of women in senior and strategic roles where they can influence decision-making.

In the World Economic Forum 2025 Global Gender Gap Report, our region, Sub-Saharan Africa, is ranked sixth out of eight in the global parity score. Nigeria, in the same report is ranked 124th out of 148 economies, and is estimated to only achieve gender parity by 2158 (in 123 years). However, there is an increasing positive narrative with respect to the workforce gender gap.


Cecilia Akintomide

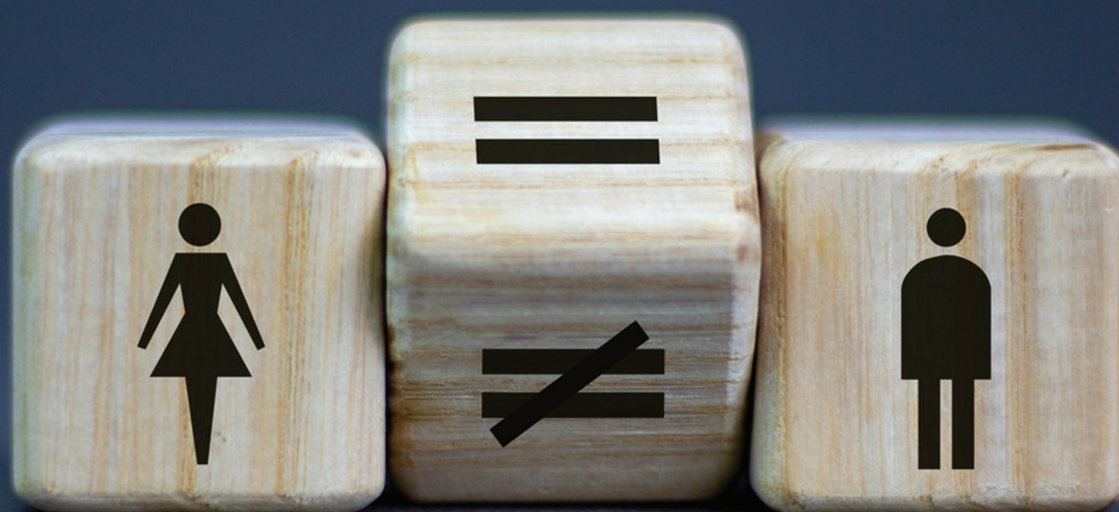
Chairperson of the United Nations Sanitation and Hygiene Fund

Cecilia Akintomide is an accomplished executive with expertise in Development Finance, Corporate Governance, Law, and Corporate Strategy. Cecilia is the Chairperson of the United Nations Sanitation and Hygiene Fund and Mercipoint Resources Ltd; and an Independent Director on several distinguished Boards of various organisations. Previously, Cecilia served as Adviser to the Group CEO of Ecobank Transnational Incorporated, in Lome, Togo; independent director on the board of FBN Holdings Plc., and in other senior roles including Vice President Secretary General of the African Development Bank (AfDB), as well as Head of Public and Private Sector Operations and Policy, in the General Counsel & Legal Services Department of the AfDB. Prior to AfDB, Cecilia practiced law in Lagos, Washington D.C., and New York, at the law firms of O. Thomas & Co.; Thompson & Co.; and Weil, Gotshal & Manges.

She is an ardent champion of Girls and Women’s Economic Empowerment, and is passionate about corporate governance, the accelerated and sustainable development of African countries, as well as innovation and entrepreneurship.

Cecilia holds a Bachelor of Laws degree from the University of Ife (now OAU); Master of Laws from the University of Miami Law School; Master of Laws from the University of Pennsylvania Law School; and an Executive MBA from TRIUM (a combined program by LSE, NYU and HEC). She was also admitted to the Nigerian Bar and the New York State Bar.

Finally, we must remember, it is about business, performance and the bottom-line. We must therefore address closing gender gaps and achieving parity with the seriousness, discipline and rigour it deserves, void of emotion.





Financial AdviseHER

Why Every Girl and Woman Must Rise Financially

Sola Adesakin

LET'S SET THE RECORD STRAIGHT: Financial responsibility is not a gender-based thing. It's not just a "man's job" or a "husband's duty." Money matters affect us all, so why are women still being left out of serious financial conversations?

It starts early.

We see it at home:

The boys go with Dad to talk business. The girls are told to "help Mummy in the kitchen."

From childhood, many girls are conditioned to focus on managing the home, not the money. But guess what? One without the other leads to dependence.

And it doesn't stop there. Even in marriage, some women hand over the financial steering wheel completely, not out of trust, but because they feel ill-equipped to engage.

"My husband handles all that."

"I don't really know what investments we have."

"I just get my allowance."

This isn't about undermining men, it's about empowering women. It's about ensuring that every woman, whether single, married, separated, or widowed, has the tools, confidence, and knowledge to understand, grow, and manage money.

Because here's the truth:

The world has changed. Money now meets us at every stage of life. And we must be ready.

5 Reasons Why the World Needs More Financially Literate Women

01

Women live longer

Statistically, women tend to outlive men.

What happens when your spouse is no longer around, and you don't know where the documents are... or even what assets you own? Financial literacy helps women navigate life's uncertainties with confidence and clarity.

02

Many women are raising the next generation; alone or together

Whether you're a single mom, married, or co-parenting, kids are learning from you. If you don't understand money, how can you teach your children to make smart financial choices? Being financially savvy is a form of legacy-building.

05

Financially empowered women change communities

A woman who understands money starts businesses, funds causes, uplifts others, and teaches her peers. She doesn't just rise, she lifts others with her. What Needs to Change?

For parents:

Stop raising girls to only serve. Raise them to lead, in the kitchen, at the bank, and in boardrooms. Let them learn about money as early as boys do.

For wives:

Ask questions. Be involved. Don't sign documents blindly. Know what's going on financially, not from a place of mistrust, but from a place of wisdom and partnership.

For every woman:

It's never too early or too late to become financially literate. Read books. Take a course. Join a money circle. Even if you don't earn much now, learn how to manage, grow, and multiply what you have. Your finances are not just about survival, they're about freedom, options, and legacy.

03

Women drive household spending

Research shows women make the majority of day-to-day spending decisions in homes. But without financial literacy, that spending can easily become leaking, with no wealth being built.

Smart spending + smart saving = financial leverage.

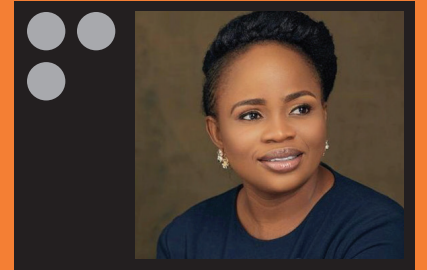
04

Financial abuse is real

In toxic or controlling relationships, money is often used as a weapon. When a woman can't access funds, doesn't understand the family finances, or has no money of her own, it limits her freedom. Financial literacy is a form of protection.

So, don't just spend money, learn how it works. **Don't just save, invest wisely.**

Don't wait for someone else, take the lead.



By Sola Adesakin

Founder and Lead Coach,
Smart Stewards

Sola Adesakin is a highly respected wealth coach and chartered accountant with over two decades of transformative impact in the finance industry. As the visionary founder of Smart Stewards Financial Advisory Limited and Smart Stewards Advisory LLC, she has revolutionized the financial wellbeing of countless individuals and businesses across 40 countries. Her methodical approach to 'make-manage-multiply' money principles has elevated many from financial stress to prosperity, and mediocrity to exceptional achievement.

Sola is a strong supporter of SDG5 and SDG10, as she seeks to close the gender gap and reduce inequality through financial education, financial technology, and access to funding. Sola's dedication to achieving gender equality and reducing inequality is evident in her work as an alumna of the Academy for Women Entrepreneurs, an initiative of the US Embassy in Nigeria, and the Cherie Blair Foundation's Road to Growth Program. She is also an alumna of Goldman Sachs 10,000 Women program and a member of the Select Global Women in Tech (SGWIT) Mentorship Network of the United States of America. Through the FRUIT Foundation, which she serves as Founder and CEO, she has partnered with the US consulate in Nigeria to champion the economic empowerment of women, assisting them to start and scale their business ventures.

Her impressive academic credentials include a BSc and an MBA degree from Oxford Brookes University and Edinburgh Business School, respectively. She is a fellow of the Institute of Chartered Accountants of Nigeria (ICAN), the Association of Chartered Certified Accountants of the United Kingdom (ACCA), and a member of the Chartered Professional Accountants of Canada (CPA). In addition to her impressive credentials, Sola Adesakin is also a Certified Financial Education InstructorSM and a member of the Personal Finance Speakers Association.

Made For More

Africa Doesn't Need More Perfect Women, It Needs Purpose-Driven Ones

Ifeoma Chuks-Adizue

It's time to trade perfection for purpose — and build the continent we all dream of.

In Africa, being a woman qualified to lead is hard enough, talk more of one in leadership.



he expectations. The pressure. The tight-rope walks between 'too

much' and 'not enough'. In between juggling our careers with marriage and motherhood, the last thing we need is the burden of perfection.

What we need is a better compass, and that compass is PURPOSE. Perfection is predictable. It plays it safe, seeks approval and sometimes keeps us silent when we know we should speak.

Purpose on the other hand is catalytic. It moves with conviction, ignites momentum and breaks boundaries. Purpose is what ensures that we work on what truly matters to us... not just what is expected of us. Purpose is what gives our leadership depth, our careers direction and our sacrifices meaning.

When pressure comes...and it sure will, purpose holds you steady. When opposition rises...and they will, purpose anchors your decisions. When the assignment gets tough...and it will, purpose keeps you from

quitting mid-way.

Perfection crumbles under pressure, but purpose completes the assignment. I think it's time we stopped shrinking to fit old systems, seeking perfection while our purpose suffocates, and checking boxes without changing outcomes that matter to us! Africa is rising, and she needs her women awake, aligned and active. Not perfect... But purpose-driven.

It means taking your responses and acting on them boldly, consistently and unapologetically, even if it means birthing dreams you parked for later.

It means showing up at work - not just for the job but because you have an assignment there.

It means you don't just lead meetings, you shift mindsets.

You don't just meet KPIs, you multiply impact. You don't just sit on panels, you challenge paradigms and build. You don't just work hard, you build legacy

Are you an executive woman? Here is my call to you...

You've paid your dues. You've broken glass ceilings....and this is great!

But now, it's time to BREAK GROUND.

There is more in you, not

just for yourself but for the continent and even the world.

Your voice, your vision and your experiences are needed beyond the walls of the organisation you are planted in today. Not to compete or impress people, but to contribute and transform lives. What dreams have you parked for "someday"? It's time to take them off the shelf and birth them.

...and NO, you don't need to quit your job if there isn't the need to.

You simply need to set in place structures that will run your purpose-work seamlessly even while you keep growing in your career.

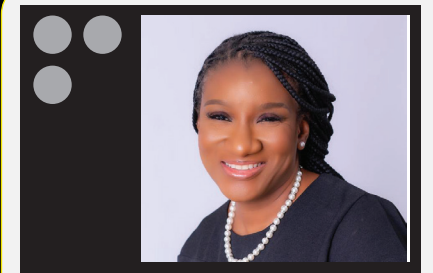
Reading this and you are a mid-level or senior professional woman?

My call to you is to start NOW. Stop waiting for the title to give you per-

mission....start becoming HER now. Use your current role as your training ground. Lead with purpose where you are, and as you deliver in the workplace, don't forget your dreams or bury those 'instructions'. Birth them. Nurture them. Build them. The world is waiting for what only you carry. The question is: Will you be able to look beyond the many balls you juggle today and make yourself available to purpose?

In conclusion, African women have shown up in boardrooms, in government and in business; and against all odds, shattered ceilings and delivered results whilst holding families through it all.

Dear career women seeking to make God proud, are you one of us? Don't miss our weekly articles... and let's build Africa - one purpose-driven woman at a time!



By Ifeoma Chuks-Adizue

Managing Director Africa at Global Citizen

Ifeoma Chuks-Adizue, fondly known as Iphie, is a seasoned professional with a rare mix of experience in brand management, sales, media and over 20 years' experience building global brands across Africa.

Iphie is the Managing Director Africa at Global Citizen - an international advocacy organisation focused on ending extreme poverty now.

Prior to this role, Iphie was the Executive Director Commercial at CAP PLC, makers of Dulux Paint where she led the Sales and Marketing teams to quadruple the business in 4 years.

A graduate of Economics from the University of Jos, Iphie started her career with Procter & Gamble Nigeria where she held several leadership positions, before moving to Cadbury Nigeria, then CAP PLC, and now Global Citizen.

Iphie Chuks-Adizue is the author of two books - The Uncommon Woman and Made for More, and is Founding President of the Uncommon Woman Movement,

She is a wife, mother of three children and recipient of several awards, the most recent being the Exceptional Leader of Excellence Award from the Global Women Economic Forum.

So what does it truly mean to show up as a purpose-driven career woman? It means asking yourself these questions...	What is my divine assignment for this season?	What is my gift to the world, beyond the walls of my organisation?	Who am I becoming through this work?	What legacy am I building to impact lives I may never meet?	How can I turn my experience into a framework that blesses others and builds something lasting?
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Woman At The Helm

IBUKUN AWOSIKA

Founder/ CEO, The Chair Centre Group

Kemi Ajumobi



Ibukunoluwa Abiodun Awosika is a Nigerian business woman, motivational speaker, and an author. A woman filled with depth that mere words cannot describe. She just always makes sense...consistently for that matter.

Her presence speaks even before she opens her mouth. Indeed, she is a clear definition of an accomplished career woman and an outstanding transformational leader. Ibukun Awosika gracefully stands tall as a light of optimism and intentional impact,



positively challenging norms, influencing ethos, aligning minds and nations to purpose. Her multidimensional life and stanch devotion to positive impact always leaves an ineffaceable mark wherever she goes.

A graduate of Chemistry from the University of Ife, Nigeria; She is an alumna of the Chief Executive Programme of Lagos Business School; the Global Executive MBA of IESE Business School, Barcelona-Spain; and Global CEO Programme of Wharton, IESE and C.E.I.B.S Business Schools.

She is Founder/ CEO, The Chair Centre Group, Chairman D.light design INC, Digital Jewels LTD, Non-Executive Director, Cadbury Nigeria Plc., and author of The "Girl" Entrepreneurs and Business His Way.

She is a member of several distinguished corporate boards and was the first female Chairperson of First Bank Of Nigeria. Now, that is how you shatter the proverbial "glass ceiling."

Ibukun is a co-founder and past chairperson of Women in Business, Management, and Public Service (WIMBIZ). She wears her faith on her sleeves and never ceases to declare her truth about God wherever she goes. An ordained Pastor and founder of the Christian Missionary Fund, Ibukun, through this faith-based organisation, works with hundreds of missionaries spread across Nigeria to change lives through the provision of medical, educational, and other supplies.

Still in line with her passion for global impact, The International Woman Leadership Conference (TIWLC), an initiative of Ibukun Awosika Leadership that brings women across Africa and the diaspora together in a place of knowledge, empowerment, and entertainment, was created. Talk about an outstanding event for discerning women who want a shift in their lives and are conscious of the value of strategic relevance and inclusive lift, then TIWLC is one you should not miss.

In over 34 years of building a manufacturing group and being involved in corporate work across several boards and companies both in Nigeria and beyond, Ibukun Awosika is clear proof that women are not only technically competent at all levels, but are driven, ambitious, and desire to be valuable additions to their organisations and nations.

Ibukun Awosika is a multiple award-winning entrepreneur and the first Nigerian recipient of the prestigious International Women Entrepreneurial Challenge Award (IWEC) as a nominee of the US Department of State in 2008. She is married to Abiodun Awosika and they are blessed with three bravura sons.

We've Got Men

FEMI OTEDOLA

Making It Big

Kemi Ajumobi



In Nigeria's business terrain and beyond, one person whose name often finds its way in the list of success stories, despite various business hurdles crossed, is Femi Otedola.

His family name is one that can't be ignored or forgotten easily because his father, late Sir Michael Otedola left an enduring legacy. He was the former governor of Lagos State.

When you come from such a background, it behooves upon you to ensure the legacy continues. This Femi did and extended into the business terrain by lifting Forte Oil PLC into a level of greatness that only men with vision, grace and guts can dare. Forte oil PLC became a top valued and high functioning organisation especially on the Nigerian Stock Exchange. This bold move opened unfathomable doors, showing to the global stage that there is more to Nigeria than what is being read in the news.

It showed that optimism can rise in the business terrain and that despite obstacles in running an effective business, as long as you do not give up, you can thrive. This determination, consistency and results opened doors, led to winning numerous awards and the company became a key point of reference and investment of choice within the Oil and Gas Industry.

Femi Otedola also founded Zenon Petroleum and Gas Ltd, but that isn't all there is to the Lagosian, he diversified into other businesses that include real estate, finance and shipping.

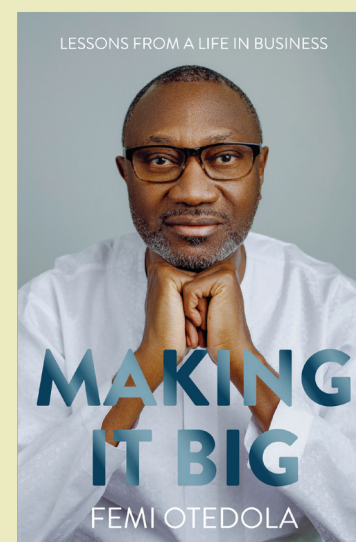
Surely, when you make such business sense and impact, you glide easily through the lens of organisations like Forbes Africa, who have interviewed and profiled him and his business in a way that projects hope for anyone who dares to dream like Femi did, showing that if he did, then you can too.

Though he is referred to as "former" chairman of Forte Oil PLC, his legacy extends and he certainly remains in the business terrain, crushing daunting challenges, aiming for greater heights and trying new fortes...like writing a book!

From being honoured with the Commander of the Order of the Niger (CON), to being Chancellor of Augustine University in Ilara, Epe, Lagos State and leading on several boards, to being acknowledged for his numerous uplifting philanthropic gestures like donating \$14m to the Save the Children Fund,

saying "We've Got Men", we admire the relationship he has with his three beautiful daughters, who he often engages with on social media to the admiration of followers and lovers of joy, because those dance steps he tries out with either Dj Cuppy or Temi leaves me in "stitches" I don't know about you.

I end with this: Life will happen but make sure you are in your own driver's seat, focused on your goals because you have the power to make it happen. Go and get his book, so you can also learn the process of "Making It Big."



Titled: Making It Big, the book is a buffet of several servings. You will see it as a memoir and also see it as a book on business. He opens up on his trials and triumphs. He was very vulnerable about his challenges and open about his journey. He shared his losses and his gains. This is quite inspiring because people see the gold but not everyone talks about the burning period of the process through the fire before the gold becomes desirable. Life is a process and Femi didn't miss words in sharing his tale.

supporting programmes for destitute children in the north-eastern region of Nigeria among others, Femi Otedola is a name that will not only always be mentioned for his impact but will be remembered for good.

However, in all of these, he is well-liked for the love he openly shows to his family (Four children and a beautiful wife).

Since at Inspiring Woman Africa we are

HOLISTIC LIVING

Sleep: Gateway To Restoring Your Holistic Living

Dr. Maymunah Yusuf Kadiri

Sleep is a vital component of overall health. It plays a critical role in physical and mental restoration.

Sleep is a vital component of overall health. It plays a critical role in physical and mental restoration. During sleep, our bodies repair and rejuvenate, while our minds process and consolidate memories and emotions. Poor-quality sleep can lead to heightened stress, irritability, and difficulty managing daily challenges.

Sleep deprivation has a profound impact on mental health, increasing the risk of anxiety and depression. Inadequate sleep can also worsen symptoms of existing conditions, creating a cycle that affects both sleep and emotional well-being. Consistently disrupted sleep undermines resilience and hampers the brain's ability to regulate mood and stress levels.

Aisha struggled with insomnia for months before she transformed her nighttime habits. Her success offers valuable insights:

Stick to a Consistent Sleep Schedule: Go to bed and wake up at the same time each day, even on weekends.

Establish a Calming Pre Sleep Routine: Wind down with relaxing activities like reading or gentle stretching, and avoid screens before bedtime.

Create a Restful Sleep Environment: Keep your bedroom cool, quiet, and dark. Invest in comfortable bedding to support better sleep.

Be Mindful of Evening Habits: Limit caffeine and large

meals before bed. These can interfere with your ability to fall asleep.

Address Stress Proactively: Try calming techniques such as meditation, journaling, or deep breathing. These practices can quiet your mind and ease anxiety.

Consistent, high quality sleep contributes to a healthier and more balanced life. Some key benefits include:

- » Improved mood and lower stress
- » Sharper focus and better cognitive performance
- » Enhanced physical health and immune system function
- » Greater emotional resilience and mental clarity
- » Increased energy and overall life satisfaction

Alongside the foundational habits above, these additional tips can support better rest:

Expose Yourself to Natural Light: Sunlight during the day helps regulate your internal clock.

Skip Late Day Naps: Afternoon naps can make it harder to fall asleep at night.

Seek Professional Support: If sleep issues persist, consult a healthcare provider for guidance.

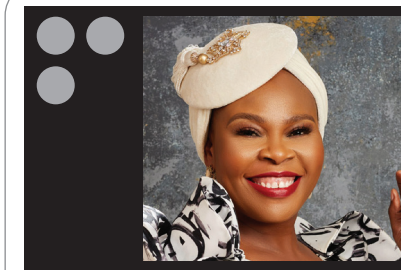
Try Relaxation Exercises: Techniques like progressive muscle relaxation or mindfulness meditation can soothe your nervous system.

Reduce Evening Screen Time: Blue light from phones and computers can disrupt melatonin production, making sleep elusive.

Prioritising sleep is an investment in your health. By cultivating healthy sleep habits, you can:

- » Increase focus and efficiency
- » Uplift your mood and emotional balance
- » Strengthen your immune system
- » Support mental resilience
- » Enhance your overall quality of life

When you make sleep a priority, you take charge of your health. Start building habits that lead to rejuvenating rest, and experience the benefits of a balanced mind and body. At Pinnacle Medical Services, we support your journey toward restorative sleep and holistic wellness.



Dr. Maymunah Yusuf Kadiri

Psychiatrist-In-Chief at Pinnacle Medical Services

Dr. MAYMUNAH YUSUF KADIRI (aka DR. MAY) popularly referred to as "The Celebrity Shrink," is a multiple award winning Mental Health Physician, Advocate & Coach. She is the convener of "The Mental Health Conference" and the Medical Director and Psychiatrist-In-Chief at Pinnacle Medical Services, Nigeria's leading and foremost Psychology and Mental health clinic prominent in the application of innovative clinical approaches in the management/treatment of a wide range of psychological, emotional, and behavioral related disorders.

Dr. Kadiri is a dynamic Consultant Neuro-Psychiatrist and a Fellow of the National Post Graduate Medical College of Nigeria (FMCPsych) with almost 20 years' experience as a practicing Physician. She is a trained and certified Rational Emotive and Cognitive Behavioural Therapist from Albert Ellis Institute, New York, USA. She is also a certified Trauma Counsellor and Neurofeedback Practitioner.

Dr. Kadiri has wide experience in psycho-therapeutic techniques and has perfected her skills whilst in private practice and whilst working for a variety of organizations. She is a recognized radio and television guest Psychiatrist and Psychotherapist. She also contributes to articles published in magazines and newspapers.

She is the only Nigerian with the 14Ps.....Physician, Psychiatrist, Psychologist, Psychotherapist, Practitioner (NLP, BFB, NFB), Public Speaker, Published Author, Producer (movies), Proficient Coach, Parent, Philanthropist, People oriented, Public Health Advocate and Passionate about God and life.

The founder of Pinnacle Health Radio, Africa's #1 online health radio and a non for profit organization, "Pinnacle Medicals SPEAKOUT Initiative" which is geared towards creating Mental Health literacy in Nigeria and beyond.

The Executive producer of award winning movies, Pepper soup (focused on drug abuse) and Little Drops of Happy (focused on depression, postpartum depression and suicide) and creator of the most innovative mental health app in Africa, HOW BODI.

Let's Talk About It

Fame vs. Fortune: The Illusion, the Power, the Truth

Toyosi Etim-Effiong

We live in a world where fame looks like fortune. A million followers mean success. Designer shoes signal wealth.

A trending hashtag equals relevance, but peel back the filters and the staged smiles, and you'll find that fame is not fortune and fortune is definitely not fame.

I've been thinking about this for a while.

There are people who can't walk through airports without being mobbed but can't pay their kids' school fees or rent without brands. People who are household names, yet hustling behind the scenes to keep up



appearances, and then there are those with quiet bank accounts and loud power. People who can buy the building a celebrity is filming in yet remain unknown to the public.

So let me ask, which should we aspire to? Fame or fortune?

Fame to me, is seductive. It's fast. It's addictive. It opens quite a lot of doors and in today's digital culture, being known often feels like the only currency that matters. People even talk about paying others in "exposure". Visibility has become a goal, not just a tool. People chase followers, engagement, and virality, hoping it will translate into money and the truth is, sometimes it does, but often, it doesn't.

Fame without a plan is like a flashy car with no fuel. It's beautiful, it's loud, but it's not going anywhere; and worse, fame comes with pressure. Everybody thinks you "carry". It demands you perform most times. Look rich. Dress rich. Travel rich. Be rich... whether your account balance agrees or not, and this is why a lot of times, those with fame struggle with identity crisis because who they show to be is not who they really are.

Now, let's talk about fortune. It's different. It's quiet. It's slow. It's powerful. Fortune gives you the freedom to choose, to build, to rest, to invest. But here's the catch: it's not always visible! People with real wealth can go unnoticed in a crowd, they may not trend online, but they're changing the game offline and yet, they sometimes find that money can't buy influence, or honour... or respect. You can have billions and still be locked out of conversations because no one knows your name or your story.

So, I'll put it like this: Fame opens hearts, Fortune opens gates. Now imagine what happens when you have both.

To those with fame, I'll say start thinking long-term. Monetise your influence. Partner smartly. Diversify your streams and don't just be visible, be valuable.

To those with fortune, tell your story. Step into the spotlight with intention. Let your wealth work beyond your wallet. Fame really isn't always about noise, it's

about the narrative and both fame and fortune can serve purpose only if you're intentional.

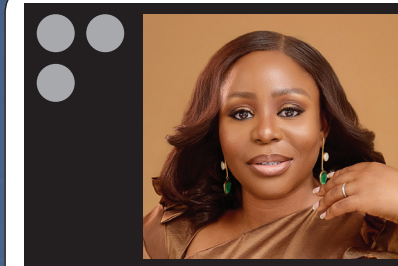
But I'm curious, if you had to choose, which would you go for? Fame or fortune? Would you rather be known by everyone? Or choose the freedom to do what you want with no spotlight?

Actually, I think the bigger question should be "Why do you want what you want?" because sometimes, we're chasing what we don't even understand... You know what's more significant than fame and fortune? Legacy!

Fame fades, fortune can be fleeting, but legacy lasts.

Or what do you think?

Let's talk about it!



Toyosi Etim-Effiong

Founder, That Good Media

Toyosi Etim-Effiong is a distinguished media executive who is bridging the gap between Nollywood and the global film and TV industry. With over 10 years of multifaceted experience in the media industry, she possesses the vital exposure and skills needed to drive media-related and experiential projects, as well as develop communication strategies for personal and corporate brands. She is a go-to personality and brand for anyone seeking to connect with key players in the media and entertainment industry on the African continent.

As the founder and CEO of That Good Media, a media solutions company with a talent management as well as an international partnerships division, Toyosi has successfully positioned herself as a leading expert in the African movie industry. Given her experience and expertise gained through various roles in the thriving Nollywood industry, she possesses the necessary skills and knowledge to facilitate international partnerships with investors on a global scale.

Faith, Work & Walk

The Power of Authentic Leadership for Executive Women

Dr. Esther Longe (Phd)

I recently came across a viral interview clip on Instagram. The interviewer posed the usual question we've all heard at some point: "How do you manage work-life balance?"



The response was unexpected and refreshingly real. The interviewee paused and said with quiet vulnerability, "I don't. I'm tired all the time."

It was a moment of striking honesty that, while humorous on the surface, resonated deeply with millions. Why? Because in that brief answer, the interviewee gave voice to what so many accomplished people feel but rarely admit out loud.

Now, what does this have to do with you and me?

For years, we've been sold the myth of balance, especially as women in leadership. We've been taught—implicitly and explicitly—that we must neatly compartmentalise our lives. That we should separate our personal selves from our professional selves. That we must pursue success with a smile, carry the burdens with

grace, and still show up polished, productive, and poised.

But here's the truth that we're finally beginning to embrace: real leadership is not about compartmentalisation—it's about integration.

I've been reflecting on and studying a concept I call whole leadership. It's a leadership style that allows the leader to bring her full self into every space. It recognises that the wisdom, discernment, faith, emotional intelligence, and even the wea-



ness we carry are not distractions from leadership—they are dimensions of it.

Our lives, in their fullness, are the message. And that message is powerful—not just in boardrooms or strategy sessions, but in mentorship conversations, hallway moments, and the quiet ways we lead through presence and authenticity.

There's an entire generation rising—watching us closely. And while they appreciate our accolades, what they're really hungry for is truth. They're tired of curated highlight reels. They want to see the cost of the calling, the process behind the success, and the faith that sustains us in the moments when everything looks like it's working but we feel like we're falling apart.

They want to hear us say:

"I'm successful and sometimes exhausted."

"I made that decision based on both data and discernment."

"I felt led to this opportunity—I couldn't explain it logically, but I knew spiritually."

"I had a gut feeling about that hire, and I leaned into it."

Statements like these peel back the curtain and give the next generation something far more valuable than a perfectly curated narrative—they give them

permission to lead with their whole selves too.

It's time we normalise the power of female intuition, spiritual conviction, and emotional honesty in leadership. These are not soft skills or lesser traits. They are strategic assets—especially when anchored in faith and honed through experience.

As executive women, we don't need to choose between faith and professionalism, or between intuition and intellect. We are not either/or leaders. We are both/and.

Yes, we lead teams. Yes, we manage high-stakes projects. Yes, we operate at senior levels. And yes, we also pray, we pause to seek God's wisdom, we lean into divine nudges, and we acknowledge the spiritual dimension that undergirds everything we do.

This is what it looks like to walk with both power and presence. To lead with both strategy and spirit. To walk out our calling—not in fragments—but in fullness.

Our intuition and discernment may not always be easily quantifiable, but they are just as powerful as our spreadsheets and KPIs. They are God-given tools, not liabilities. And acknowledging them as part of our leadership journey doesn't diminish our professionalism—it amplifies our authenticity.



Dr. Esther Longe (Phd)

Founder of The 7000 Movement

Dr. Esther Longe is a transformational leader, visionary strategist, author and passionate advocate for wholeness, purpose, and spiritual alignment.

A dynamic speaker, author, teacher, coach, and Unicorn Leader, Dr. Esther is the visionary behind the Unicorn Programme—a flagship coaching framework that helps high-achieving individuals break free from limiting beliefs, heal from past trauma, and step into their divine identity and assignment. She is also the founder of God in Real Life Outreach (GiRL Outreach)—a ministry committed to helping people experience intimacy with God in their everyday lives. Dr. Esther also leads The Alternative Business School, which equips individuals to live, work, and build businesses with integrity at the core. She is the founder of The 7000 Movement, a platform that highlights, celebrates, and inspires leaders in government, business, and ministry who uphold the principles of righteousness, justice, and integrity in all they do.

A trained marketing strategist, Dr. Esther holds a BSc in Mass Communication from the University of Lagos, a Master's in Marketing from the University of South Wales, and both a Master's in Research and a PhD in Marketing from the University of Bath, UK.



Let's not shrink the fullness of who we are to fit outdated models of success. Instead, let's redefine what leadership looks like for the next generation of women: faith-filled, intuitively led, emotionally honest, and wholly present.

In a world that rewards the highlight reel, may we have the courage to lead with our whole hearts—and our whole lives!

TRIBE WITH THE VIBES

No Plan *Just Vibes?* Here's How to Build Wealth Differently

Zainab Aderounmu

My friend, Fathia, is terrified of turning out like her dad, financially.

He's

a baby boomer, and life was relatively rosy in his twenties, when you could graduate at 23, get a government job, a car loan, and easily

access basic needs. However, at over 50, he seems to be working harder than ever before. Where did all that money go? Her solution to not living that kind of life? Make more money, play it safe and avoid risky ventures.

Guess what? The biggest financial risk you can take is playing it too safe.

In our age, we're living in a fundamentally different world from the one our parents grew up in; there's rising inflation, the costs of living, which might actually kill the living, and we lived through a global pandemic. However, we're also living in a time with more wealth-building opportunities than ever, thanks to the



internet and social media. Besides that, we have more financial resources readily available to us than they were to them. So, while it is wise to be afraid of living a paycheck-to-paycheck life for the rest of your life, it's also wise to take advantage of fundamental wealth-building strategies available to you.

Your mindset might be what's keeping you broke.

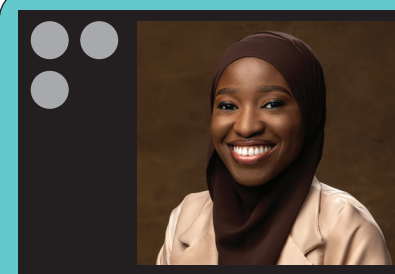
Do you know how we all promise not to repeat some of the actions or belief systems our parents lived by, only to start adulterating and discover that we're living in that same way? Yeah! I grew up in a home where money was 'for spending': no plan, no investments, just vibes and in sha Allah. And I promised that won't be me. Guess what? That was exactly me in the first three years of working and actively earning.

Which is why the first important step to building wealth is to rewire your money mindset - the one you grew up with. Financial advisor, Seyi Abiodun, calls them "money scripts". Your money script often shapes your relationship with money; how you earn, what you spend on, and what you accept, financially. If you grew up in a household where you had to be

frugal, you're likely to hold on to every single kobo, and even fear investing because it has no short-term benefits. I know someone who would live above his means just for the gram - he must appear wealthy, even if it means accruing more debt. Some people, usually firstborns, see themselves as the hero, saving everyone but themselves. Dig deep, and identify the script that's keeping you the way you are.

Next, you have to arm yourself with the right financial knowledge. It used to be: earn money, and save your way to retirement. Financial advisor Nischa Shah says, "You can't save your way to retirement or financial freedom". In fact, the ways we earn money today are radically different from what was available to older generations. It was: get a degree, get a good job, and start contributing to a pension, except for some who turned out as entrepreneurs.

Now, there's technology and platforms where you can monetise your skills. For us, the internet isn't just a tool, it's a whole new economy. In 2024, digital creators made 20 per cent more money on social media than in 2023, according to a Forbes Under 30 billionaire ranking. This means you can accelerate your journey to investing and building wealth. You



Zainab Aderounmu

Zainab Aderounmu A. W. is a First Class graduate of English Language and the Overall Best Graduating Student from the Lagos State University, Lagos Nigeria. She's a professional Master of Ceremonies, known as "The Hijabi Compere", a public speaking coach and Communications Professional. She is currently a Youth advisor to the European Union where she doubles as the Spokesperson and Head of Communications & PR for the Youth Sounding Board.

can follow Nigerian financial advisors like Seyi Abiodun and Tosin Olaiseinde or foreign advisors like Nischa Shah and Ramit Sethi. Numerous financial applications like Cowrywise and Piggyvest help you save from your comfort zone.

Meanwhile, the trick is to stay consistent. It's very easy to be excited about starting a wealth-building journey, but quite tough to stay on track. Automating your savings and investments can help you with that. But, when you understand that consistently investing little over a longer period gives you more returns than investing twice as much when you're older, you stay the course. Time is our biggest advantage, so it's important to start now and start early. That way, you're not only looking at the possibility of retiring well by 65 but also at the prospects of attaining financial freedom earlier than that.



business support for 18 months from the WTO and the ITC.

“I am working with the Ministry of Industry, Trade and Investment to make sure these businesses expand, they employ more people, and they put money in their household pockets and in the nation’s pocket. Another 100 will get \$5,000 to start and strengthen their businesses, also with 12 months of business support. 146 women beneficiaries and this is just the beginning.” She stated.

“At a time of global trade challenges, this fund will give Nigerian women the tools, knowledge, and networks to thrive on the world stage.” Minister of Industry, Trade and Investment, Jumoke Oduwole said.

“From 67,000 competitive global applicants, the highest number worldwide, Nigeria secured 146 spots. Over the next 18 months, these trailblazers in fashion, agriculture, ICT, beauty, health and tourism will receive intensive training, seed funding, and global connections- the very heartbeat of Nigeria’s entrepreneurial energy.” She added.

It is, for the Honourable Minister of Women Affairs, Imaan Sulaiman-Ibrahim, a welcome development. According to her, “WEIDE is a bold step for women’s economic empowerment in Nigeria. This is not just funding, it is a movement to equip Nigerian women with the tools, knowledge, and networks to compete and win on the global stage.

“With women making up over 50% of our population yet accessing less than 20% of available credit, bridging this gap is not charity, it is smart economics. The WEIDE Fund will help women scale their enterprises, expand market access, and leverage technology to achieve self-reliance.” Imaan said.

In The News

WTO, ITC PARTNER TO EMPOWER WOMEN ENTREPRENEURS FINANCIALLY WITH WEIDE

Kemi Ajumobi



One of the greatest challenges in starting or running a business is finance, and help has once again come for women who are either

starting off their businesses or scaling up. Among several platforms helping to raise these funds is the Women Exporters in the Digital Economy (WEIDE) Fund. It was launched and jointly managed by the World Trade Organisation (WTO) and the International Trade Centre (ITC) with the aim of empowering women entrepreneurs by helping

them grow their businesses through international trade and digitalisation.

According to the Director-General of the World Trade Organisation, Dr. Ngozi Okonjo-Iweala, “Nigeria competed and won. They were one of four countries that competed to be part of this initiative. We had 67,000 Nigerian women who applied, 146 won and they are going to have money disbursed directly. 16 of them won what we call the booster track, meaning those of them who already have businesses but those businesses will be scaled up. They will receive technical and



From the Diaspora

YVONNE ORJI

Kemi Ajumobi

Nigeria ignited, USA fuelled



Yvonne Orji is one of millions of Ni-

gerians in the diaspora. What makes her unique is how she has carved a beautiful niche for herself through her craft. Her creative side comes to the fore as a comedian, actress or writer.

Her story is quite intriguing. As it is with pagentry, you need to show talent. Guess what Yvonne launched herself into? Comedy! That began something spectacular. She went from there upwards, thrilling guests globally. Her one-hour HBO comedy special, "Momma, I Made It," is phenomenal! That isn't all, Yvonne's versatility extends to speaking and has graced stages for programmes like her TEDx talk, keynotes at Forbes' 30 under 30 to mention a few.

The Emmy-nominated Nigerian-American's "The Wait Is Sexy," has been seen over a million times. She played lead as Molly on HBO's hit show Insecure, where she acts as an outstanding, go-getting legal practitioner experiencing the challenges of

balancing work and life, especially dating as a Black woman in mainly white professional settings.

Beyond that, I love how Yvonne embraces her faith. She expressed it deeper in her book: "Bamboozled by Jesus." The book is a candid expression of her walk through life. We see this in twenty-five life lessons, gathered from her true life experiences via the Bible but hold on, she adds her kink to it. It is a combination of humor, her truth and a deep conviction of who God is. Tiasha - TalesOfTiasha says "This book is about countering imposter syndrome and striving for an incredible life, backed up by the knowledge that you were put on this earth to achieve your birthright of greatness."

"So good. Every page, every sentence is filled with inspiration, wisdom and humour. I was laughing out loud at parts, nodding to myself at others and shaking my head in amazement at various points. I could not recommend this book enough." -Christie Malyackel said.

In Yvonne's entire story, there is a very interesting twist. She shocked the world when she revealed that she is staying celibate till marriage. Guess what? She is sticking to it! She made the decision at 17 when she gave her life to Christ vowing to remain a virgin until the time was right for her. Wishing her all the best in everything she does! Go Girl!!

Fashion for women in their 50s in Nigeria is a beautiful blend of elegance, culture, sophistication, and modernity. Women in this age group often balance traditional values with a desire to stay stylish and relevant, especially in public or social settings like weddings, church events, or society functions.

Here's a breakdown of fashion styles and elements popular among Nigerian women in their 50s:

TRADITIONAL WEAR WITH MODERN CUTS

- **George and Lace Fabrics:** Often worn for formal events. They prefer rich textures, hand-cut lace, and intricate embroidery.
- **Ankara and Aso-Oke:** Still highly favoured but styled with modern silhouettes—peplum tops, wrap skirts, and dramatic sleeves.
- **Buba and Iro with a Twist:** Classic Yoruba attire reinterpreted with trendy cuts, lighter fabrics, and softer drapes.

GARB & GLAM

Fashion for Women IN THEIR 50S

Yolanda Okereke

ELEGANT READY-TO-WEAR STYLES

- **Kaftans and Boubous:** Flowy, regal, and comfortable. Embellished or silk versions are popular for special occasions or Sunday outings.
- **Shift Dresses:** Simple, tailored, and flattering, especially with statement jewelry.
- **Palazzo Pants and Tunics:** Perfect for casual chic or semi-formal looks. Paired with bold prints or soft chiffon tops.

POWER DRESSING

Women in their 50s who are professionals or public figures opt for:

- Structured blazers with ankara-lined interiors
- Midi pencil skirts with matching blouses
- Wide-leg pantsuits in rich colors like emerald, burgundy, or navy

COLOUR PALETTE & PRINTS

- Bold but mature tones: Mustard, teal, wine, gold, olive, and metallics
- Monochrome and tone-on-tone layering: Chic and slimming.

ACCESSORIES AND HEADWRAPS

- **Gele (Headwrap)** remains iconic, but now styled softer and less bulky.
- **Statement Necklaces, Bangles, and Brooches** add polish.
- **Handbags:** Structured designer-inspired bags or beaded clutches.

FOOTWEAR

- Comfortable yet stylish: Kitten heels, block heels, embellished sandals.
- For events, women opt for luxurious slip-ons or traditional embroidered shoes.

- Traditional prints with modern reinterpretations—ankara mixed with chiffon or organza.

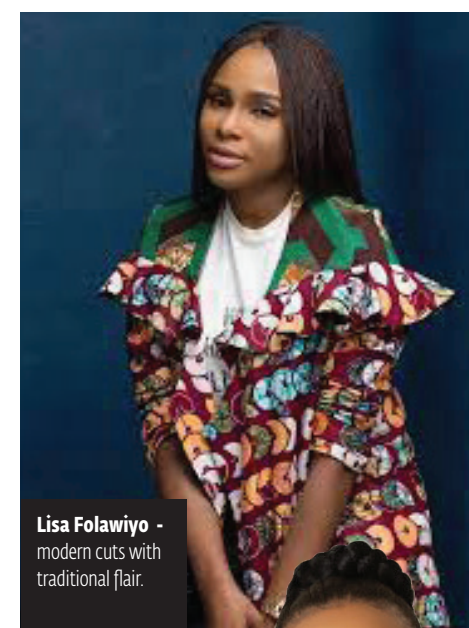
TOP NIGERIAN DESIGNERS POPULAR WITH SEWING FOR THE 50+ AGE GROUP



Odio Mimonet
- Timeless elegant designs



Ituen Basi - fun, colourful, yet age-appropriate



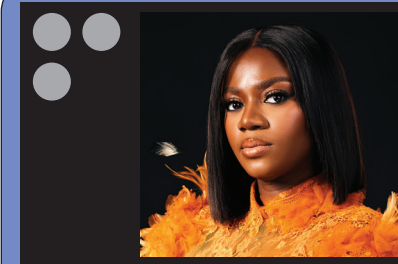
Lisa Folawiyo - modern cuts with traditional flair.



Deola Sagoe
Luxurious and couture African wear.

Ejiro Amos Tafiri— Timeless elegant pieces.

Lanre DaSilva Ajayi — sophisticated and regal looks.



Yolanda Okereke

Founder & Head of The Rani Company

Yolanda Okereke is a visionary fashion entrepreneur and respected industry leader, known for her exceptional work as a Costume Designer and Creative Producer in Film and Television. With over a decade of experience, she has consistently shaped the visual identity of some of Nollywood's most iconic productions, earning a reputation for her artistic depth, organisational precision, and bold storytelling through costume.

She is the Founder and Head of The Rani Company, a leading costume design and styling firm, and The Wardrobe Shack, a costume rental house serving high-profile film and television projects across Nigeria. Rani Gisele was launched while studying Chemical Engineering at university.

Her extensive credits include critically acclaimed projects such as Netflix's Blood Sisters and Olùtùré, as well as The Wedding Party, King of Boys, La Femme Anjola, The Set Up, and Day of Destiny.

Her contributions have earned her nominations at the Africa Movie Academy Awards and the Africa Magic Viewers' Choice Awards, and she was recently awarded Best Fashion Collaboration Film at FAME Week Africa, where she celebrated Nigerian costume design through a dedicated showcase.



A Journey Through Traditional Beauty & Flavor

Inside Clay Food Shop & The Henna Place


“Together, Clay Food Shop and The Henna Place offer more than services. They offer belonging. A place where tradition is not just preserved, but honored, elevated, and shared”

Clayfoodshop

Clay Food Shop is more than just a restaurant, it's a cultural experience. Known for its traditional elegance and modern interpretations of Northern Nigerian cuisine, Clay is a destination for food lovers who seek authenticity in every bite.

From their signature ram suya to rich native sauces, tigernut juice, and wholesome masa, every meal evokes the comfort of tradition.

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The Henna Place

Established in 2014, The Henna Place is Nigeria's leading traditional spa, bringing centuries old Moroccan, Northern Nigeria and Arab beauty rituals into the general wellness market. Specializing in Moroccan hammam treatments, sugar waxing, herbal hair care, and intricate henna designs, the spa provides a deeply relaxing and culturally rich self care experience.

With multiple branches across Nigeria, including three branches in Lagos, The Henna Place has become a go-to destination for brides, beauty lovers, and women seeking intentional, soul-restoring care from head to toe, it's a place to cleanse, unwind, and reconnect with yourself the traditional way.

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