# INCUBEEL TRAILBLAZER MAGAZINE

Brain, Beauty
And Everything
In Between!
Meet The Rising
Star Emma.

10 Tips To Ace Your Next Interview

THE MAGNIFICENT MARY:

Applied For Ten Jobs In The Civil Service And Got Them All.

# A TALE OF TRIUMPH AND EXCELLENCE - MR. MAHARI

My background as a Jamaican immigrant deeply influenced my transition into finance. My mother, a Jamaican immigrant and a nurse, struggled with financial literacy, as in our community, financial literacy is rarely prioritised. I vividly remember the day we went to a high street bank to open an account for me when I was around thirteen or fourteen. Because my mother couldn't articulate her needs, she was dismissed, and we left without opening the account. The disappointment on her face left a lasting impression on me; I wanted to change that experience.

### **INTRAPRENEURS:**

Why You Should Commodify Your Expertise



# CONTENTS

EDITORIAL	01
TRAILBLAZER EXCLUSIVE INTERVIEW WITH MR. MAHARI HAY	02
NOBEEL 2024 SUMMIT SPEAKERS	05
MEET THE SHORTLISTED AWARDEES	08
NOBEEL ANNUAL REPORT	11
BLACK-OWNED BUSINESS PULSE	16
10 TIPS TO ACE YOUR NEXT INTERVIEW	20
INTRAPRENEURS: WHY YOU SHOULD COMMODIFY YOUR EXPERTISE	21
BLACK COUNTRY STARS	<b>22</b>
CAREERS CORNER	<b>25</b>
SPOTLIGHTS	27
NOBEEL TEAM	<b>29</b>
NOBEEL SUMMMIT PROJECT TEAM	30
THE FUTURE OF BUSINESS	<b>32</b>



# **EDITORIAL**

Lady **Ifeoluwa Oyatokun,**Executive Director, **NOBEEL** 

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On the 28th of October, 2023, the NOBEEL Social Enterprise idea became a reality when we launched our first summit in the city of Wolverhampton. One of the questions we have received the most is: Why? What is the Network of Black Entrepreneurs and Economic Leaders all about? What do you do? And why do you bother?

I could launch into a pitch filled with corporate jargon as if we were presenting on Shark Tank, but instead, let me take this opportunity to share a feeling with you.

Think about this: is there a more psychologically subjugating scenario than witnessing yourself, day by day, becoming less of what you know you are capable of? Daily slipping into acceptance of mediocrity than the fulfilment of triumph? Suppressing the lump in your throat that rises whenever the question of legacy lingers? Or witnessing your peers and community persistently portrayed as symbols of helplessness—slowly dissolving in will, slipping into an abyss of irrelevance, weighed down by the burden of immigration regret. Can you imagine anything more devastating? I couldn't.

There is nothing appealing about a diminished self-esteem by association, born from a lack of knowledge, access, or opportunities that seem just out of reach.

At NOBEEL, our mission is simple: to cultivate a global coalition of wise, wealthy and visionary Black economic powerhouses who find their wealth waters and lead transformative, economicadvancing initiatives Globally.

We achieve this through community-led programmes and events, collaborative projects, highimpact training, incubator programmes, storytelling, and awards systems.

Our community creed is that no one is left behind, no story goes unheard, and no potential goes unrealised. As a result, we are building a powerful network of professionals, business owners, and an ambitious circle of trailblazers who carry the torch for global industry leadership and are committed to becoming the best versions of themselves to create a better world.

The NOBEEL Summit is our flagship annual event, and this year, our message is clear: to redefine the face of global wealth. We aim to provide every person of colour with both conscious and subconscious validation that Sustainable Development Goal (SDG) 10 can be achieved and that global economic imbalance can be addressed through Industry Innovation(SDG 9) and Intelligent Global Partnerships (SDG 17).

In 2020, Black business owners employed over 1.3 million people and created more than 48,500 new jobs—adding \$1.7 billion to the U.S. economy, more than other racial groups. (Source: Brookings Institute).

Beyond the crucial conversation about economic disparity and centuries of playing catch-up, we can agree that every time a Black-owned business or professional is denied the intellectual or systemic capacity to reach their zenith, it is a huge disservice to the global economy.

In response, we host annual Economic Situation Rooms to ensure the global economy thrives by harnessing the valuable talents of the Black community through the NOBEEL Summit. We continue to cultivate Black excellence through Youth Mentoring Programs, Boardroom Training, Career Accelerator Hubs, and Business Clinics. We leverage technology to create a connecting hub and collaboration center for Black economic leaders across the globe, with a membership presence of four continents in 45 cities, and hubs established in three continents and five cities within one year.

At NOBEEL, we celebrate, spotlight, and preserve Black excellence through awards and storytelling. If you're seeking a vibrant and fast-growing community that cares, know that we are here. And if you have a platform that would like to partner with our initiatives, we look forward to achieving more together with individuals and businesses like yours.

So sit back and enjoy this journey through the business of NOBEEL over the past year—a beautiful stroll through our milestones and snapshots of our progress. See you on the other side.

1

# TRAILBLAZER EXCLUSIVE INTERVIEW WITH MR. MAHARI HAY

The NOBEEL media team sat down with Mr. Mahari, the winner of the NOBEEL Trailblazer Award 2023, the Director of People and Culture for one of the largest financial institutions in the United Kingdom and a co-chair of BOLD Network LBG across the United Kingdom and the United States.

We were curious as to how he has done it to transition from graphics design and business call centre into becoming the edifice of excellence that he is today. Here is his awe-inspiring and exclusive personal story, shared with us.



 Can you share a bit about your journey, specifically how you got here?

often reflect on my career journey and what I wanted to do. I've always had a passion for creativity, storytelling, and simplifying complex problems for easier understanding. After graduating with a BA in graphic design and communications, I excelled in creative storytelling, both through computer-aided design and communication.

My transition into finance was deeply influenced by my background as a Jamaican immigrant. My mother, also a Jamaican immigrant and a nurse, struggled with financial literacy. In our community, discussing finances was rarely done. I vividly remember the day we went to a high street bank to open an account for me when I was around 13 or 14. Because my mother couldn't articulate her needs, she was dismissed, and we left without opening the account. The disappointment on her face left a lasting impression on me; I wanted to change that experience.

From that moment, I vowed that if I had the chance to enter the financial sector, I would seize it. I continued to pursue graphic design and communications but saw finance as a way to make a difference. While freelancing as a graphic designer, I found an opportunity as a call center agent with one of the largest financial organizations in the UK. I was hired due to my strong communication skills and ability to engage with customers.

Once in the call center, I decided to use this role as a springboard to climb the ladder in the financial services sector. I wanted to understand mortgages, business loans, and how I could influence others positively. This motivation stems from my desire to help my community and ensure that no one else experiences the disappointment my mother faced. My finance journey is driven by a commitment to improving financial literacy and empowering others to prosper.

 What inspired you on your journey? Did you meet someone or see an image that made you feel it was possible to pursue your goals?

Think back to the financial services sector 20 years ago. When I entered a call center, I noticed a lack of representation; there were no black men or women who resembled me culturally or ethnically. This absence made me question how I could drive change.

center

Fortunately, I found key individuals who, while not at the board level, recognized my potential at managerial levels. One significant influence was my mother, who left her homeland to give me opportunities for greatness. Although, as a son, I sometimes dismissed her advice, her dedication remains a strong motivator for me.

In the financial services sector, I possess a unique skill set. Having mentors and line managers who could identify and nurture my talent was invaluable. Many people get overlooked, but when someone sees potential in you and invests time to help you grow, it's a blessing.

I had peers who encouraged me to pursue great things, allowing me to recognize abilities I hadn't seen in myself. This support became my springboard, demonstrating the positive impact of surrounding yourself with people who believe in you and your career.



### How would you describe the best approach to mentorship?

To get the best out of a mentoring relationship, you need to consider that potential mentors often have limited time. Many C-suite leaders receive numerous requests for mentorship, making it challenging to balance their work, family, and extracurricular activities while also mentoring someone.

The relationship needs to work both ways. You shouldn't be the only one benefiting. To make the most of a mentoring conversation, come with clear objectives. Instead of just saying, "Hi there, can you be my mentor?" have a structured plan. For example, you might say, "Hi, I'm looking for a mentor. I've seen your work in ABCDEFG, which aligns with my long-term goals of achieving ABCDEFG."

This approach shows that you recognize the mentor's achievements and how your background and experiences can provide a different perspective. In this exchange, you both identify how you can help each other. When a mentor sees that it's a mutually beneficial relationship, they're more likely to engage.

### What advice would you give to aspiring black entrepreneurs and professionals who are just starting?

Remember who you are and honor those who came before you. My family is from the Windrush generation; they paved the way for me. My mother always said, "If you can choose to be anything, choose to be kind." How you treat people matters, as they will always remember it.

While others can read your CV or LinkedIn profile to see your qualifications, those platforms can't convey your character. When you meet someone, they assess if you're a person they can work with and whether you align with their organization's values. It's not just about your ability to do the job; it's also about whether your team enjoys working with you and if you contribute to others' success.

As a young professional, aim to excel based on your skills and passion. Convey that you're a valuable team member who supports others and knows how to communicate effectively. Learning to manage relationships not only with peers but also with those above you is crucial. If someone asks you about yourself, can you articulate who you are and how you add value in one or two sentences? If you can, you will go far.

### How has your background in graphics and storytelling helped your career, and how important do you think storytelling is?

You touched on it, so I want to follow up on what I said about storytelling. Your greatest asset is your story. When I speak to someone, I want them to engage with me as an individual before considering what they need from me. This connection from a heart and mind perspective allows me to influence their thoughts.

I operate on three principles, which I call the three E's: engagement, excitement, and execution. When someone speaks to me, I aim to be engaging and encourage them to learn more. Through our conversation, I want to excite them about what I can offer if they wish to hire me or bring me into a project.

After engaging and exciting them, the final step is execution. This involves a call to action. I need to clearly articulate how I can help them execute their business objectives or how they can assist me in achieving mine. If you focus on these three principles, you will go far



### What would you call your big secret? If we said this is the Mahari secret to success, what would you tie that to?

My big secret is my ability to treat everybody as an individual. I'm very personable, and my interactions are relatable. I don't separate myself in a way that makes it hard for people to connect with me. I focus on human-centric communication. I strip away titles and accolades to see people for who they are.

I'm not impressed by job titles or material possessions. In my office, I know everyone by name, from canteen staff to security guards. I have the same conversations with the person cleaning our offices as I do with someone in a high-level position. I treat everyone with respect, showing them that I see them and hear their voice.

This comes across in every interaction I've had with you, and I noticed it on your website as well. That's one reason the team encouraged me to follow up with you. Thank you for sharing that—it's a significant insight. I won't keep you too long; I have

 I understand that family is a significant part of who you are, as seen in your LinkedIn and social media. I'm curious about how you've built a successful career while staying grounded in your core values, especially regarding family.

First of all, there's no love greater than the love of God. God teaches about the love of family and how, without Him, you cannot prosper. My mother raised me as a Christian, and God means everything to my family and me. Everything I do centres around my family. If I have God's love and my family, it keeps me grounded.

There's a saying, "Happy wife, happy life." My wife is happy, so I am happy. Another saying is that behind every great man is a great woman, but that's not true. They are beside you or in front of you, shielding you. I give testimony to my wife, Nikki; without her, I wouldn't be who I am. She has been my rock and a source of clarity.

Through the celebration of my life and what my mother instilled in me, I recognize the people who work tirelessly behind the scenes. This inspired me to create the community corporate cultural world to honor the unsung heroes in our lives. No matter where I speak, I always start with a testament to those who have helped me become the man I am today.

I felt a strong connection to your words; they are authentic. It's evident when someone speaks from the heart. I want people to recognize my family's influence in my life, not just my achievements.



 Now, for a final question: Do you believe the face of global economic leadership could be balanced in terms of race? Can we attain equity for Black people as the new face of global wealth?

If you look at some of the richest people in the world, many come from Black heritage. There are influential people in important roles globally. What we need is more visibility so other Black individuals can see what's possible.

Twenty years ago, there may have been people at those levels, but I didn't see them. That's why I always bring my Jamaican flag on stage or share my story on LinkedIn. Visibility breeds inspiration, encouraging the next generation to believe they can achieve great things too.



 Would you say that what we need now is more storytelling and visibility for Black people who are already doing well? This way, more Black individuals can be inspired to share their stories from different parts of the world, showcasing what they are doing.

That is excellent. Storytelling is crucial. It's not what you know; it's who knows you. People often think it's about who you don't know, but it's about who knows you, who knows Mahari for certain things. Once they recognize you as that person, amplify that message. Make positive noise that creates a ripple effect throughout your sector, nation, community, and family. People are always watching, even if they don't have the confidence to reach out and say thank you. What they see can inspire them on their journey. So make yourself visible, especially if you're doing something positive that uplifts the Black community.

• Are there any last words you would like to share with the Black community?

Never forget how brilliant you are. Don't judge yourself based on others' metrics. Before you leave your house, remind yourself of your brilliance because you are truly brilliant. Never forget that.

# NOBEEL 2024 SUMMIT SPEAKERS

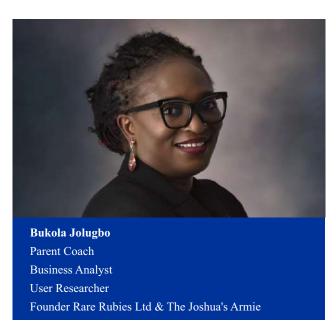


Dr. Oleg Konovalov
The da Vinci of Visionary Leadership
No 1 Global Leading Coach
Marshall Goldsmith
No 1 Global Gurus Top 30 in Leadership

**Dr. Oleg Konovalov**, the "da Vinci of Visionary Leadership, transforms organizations as a consultant, speaker, and C-suite coach. He authored influential works like The Vision Code and developed a praised Visionary Leadership Framework.



**Fopefoluwa Jolugbo**, a final-year Biomedical Science student at Aston University, aspires to be a doctor. His passion for medicine grew from childhood hospital experiences. He is a dedicated leader and enjoys basketball in his free time.



**Bukola Jolugbo** (Kiki) is a seasoned user researcher focused on business process improvement through user-centred design. She mentors junior professionals and is the author of several works on personal development.



Deana Chukwuemeka
Boardroom Executive Coach
Project Management Practitioner
Career Coach

**Deana** is an accomplished Project Manager and Career Coach, specialising in helping individuals harness their strengths. She drives project success and fosters growth through efficient execution and transformative coaching methodology.

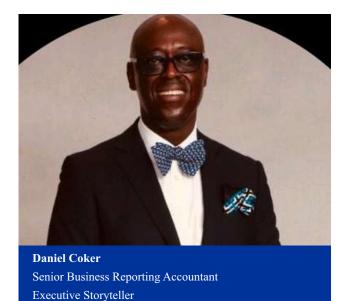
# NOBEEL 2024 SUMMIT SPEAKERS



**Dr. Kachi Jumbo** is a Tech guru and senior AI consultant leading a team of over 50 professionals on projects across the chemical industry, COVID-19 vaccination, pharmaceuticals, and related fields.



Wilfred Randhawa is a skilled specialist business leader at one of the largest financial institutions in the UK, specialising in finance and strategic management, renowned for problem-solving and creating cohesive teams.



**Daniel Coker** is a Business Reporting specialist providing financial information to senior management in a fast-paced trading floor. He co-founded the UK's premier Diversity & Inclusion Podcast, focusing on the BAME community and



**Mahari Jay**Top Finance Expert and Personal Branding Coach

**Mahari Hay** is an award-winning leader in communications, renowned for transforming traditional approaches to enhance colleague engagement. With 19 years in Financial Services, he excels in strategy development and execution.



# MEET THE SHORTLISTED AWARDEES

### INTRAPRENEUR OF THE YEAR



Shardia O'Connor CEO, Shades of Reality



**Dr Kachi Jumbo** Visionary LeaderTech Guru | Speaker | Storyteller



**Dr Kunle Oke** Medical Doctor, President Nigeria Doctors in UK (NDUK)

### LEADERSHIP EXCELLENCE AWARD



**Dr Kunle Oke**Medical Doctor, President Nigeria
Doctors in UK (NDUK)



**Dr. Somtochukwu Igboanugo** Medical Doctor | Speaker



**Dr Jumoke Ladapo-Osinuga** MD, MPH, Coach and Mentor for Early Career

### **FUTURE LEADER**



Ogunleye Esther School Councillor at St Catherine's Primary School Sheffield



**Byran Fatusin** 8-years Old Content Creator

# MEET THE SHORTLISTED AWARDEES

### **BLACK-OWNED BUSINESS OF THE YEAR**



Ann-Marrie Managing Director and Marketing consultant.CEO, Spectra Marketing UK



**Dimeji Olarinde** CEO Cgzabeth Homes, Cgzabeth Ltd



Charis Roberts
Ola la! Loc Studio

### INTERNATIONAL EXCELLENCE



**Dr Roni Ajao** Executive Director at MRL



**Dr Jumoke Ladapo- Osinuga** MD, MPH, Coach and Mentor for Early Career

### TRAILBLAZER OF THE YEAR



**Dr. Somtochukwu Igboanugo** Medical Doctor, Speaker



**Bukola Jolugbo** Parent Coach, Business Analyst, User Researcher, Founder Rare

# MEET THE SHORTLISTED AWARDEES

### YOUNGSTAR AWARD



**Taraoluwa Siwoniku** 2023 Mayor of Wolverhampton Coronation Poetry Competition



**Oyatokun Anjolaoluwa** Star Value Ambassador, Boldmere Junior School

### START-UP OF THE YEAR



Mr. Oderinde CEO Cgzabeth Homes, Cgzabeth Ltd



Mrs. Isaotu n'jie CEO and Founder of Zephyr Ease

### **SOCIAL INNOVATOR**



**Virtue Oboro**Inventor of the Crib A'glow Units



**Tobi Otokiti**Product Manager and Founder of
Product Dive

# NOBEEL ANNUAL REPORT

## NOBEEL SUMMIT AND AWARDS 2023

n what we can call NOBEEL's birthday, the 28th of October 2023, the inaugural economic summit for the Prestigious Network of Black Entrepreneurs and Economic Leaders, took place at the heart of Wolverhampton, right in the city University Science Park.

The event saw virtual and physical attendance of Global leaders across different sectors, ranging from technology to finance, business, investment banking, policymaking, and consulting.

Quality connections were made, and relationships were built resulting in lasting impact, career acceleration, and business execution. Follow-up reports gathered that the NOBEEL SUMMIT 2023 broadened attendees' horizons, and helped many see beyond limitations, giving room for bold expressions and productive ventures.

The Trailblazer award was conferred on our 2023 Trailblazer, none other than Mr Mahari who currently covers the NOBEEL Trailblazer magazine.

Speakers and attendees had this to says about **NOBEEL SUMMIT 2023:** 

Mosimiloluwa (speaker): "NOBEEL is the next big thing on the global scene"

Wilfred (speaker): "What you have created is truly noble, and remarkable"

Tasha (Attendee): "I have never seen a setting like this where people share so much knowledge and actually help.

Anonymous (Attendee): "It was an exhilarating room. It's an out of body experience, being in an environment like this, with likeminded people, it's out of this world."



**Seye Benjamin**Physiotherapy Consultant SME,
Business Owner & Pastor, Arizona US



**Dr. Kunle Oke**Medical Doctor and President, Nigeria
Doctors in UK (NDUK)



Pascal Okafor Economic Expert and Tech Product Consultant, York



Simi Koye Ladele Financial Analyst and President, ACOPOSTE London



Kiitan Olabiyi Business Intelligence Analyst, Bradford



Mahari Hay Director, Banking Sector, co-chair, BOLD Network



Wilfred Randhawa Team Manager

### BUSINESS FINANCE AND GRANTS MASTERCLASS (BFGM)

n September 18, 2024, the NOBEEL Business Finance and Grants Masterclass 1.0 was held virtually via Zoom. The session began with Nick Howe, Lead at NatWest Group Partnership, discussing "Grant and Grant Writing for Business Support," followed by a Q&A session.

Sharon David-Ojengbede, an accountant and business strategy consultant, presented on "Grant Attraction and Global Business Transitioning: How to Transition a Thriving Business from Africa to the UK."

The Executive Director of NOBEEL, Lady Ifeoluwa Oyatokun, led the segment on Business Storytelling for Grant Attraction. The masterclass concluded with her closing remarks, outlining the next steps, networking opportunities, and business storytelling tips for participants.

Originally scheduled for two hours, the masterclass was extended by an hour due to a bonus session on business storytelling. Over 90% of attendees stayed until the end, sharing positive feedback and requesting more programs.

### Here are some highlights from their reviews:

"I'm supersaturated! I can't wait for a one-on-one session with NOBEEL/Lady Ifeoluwa."—Dimeji

"This masterclass is insightful, and I feel more confident to take action regarding my business." – Chioma

"Thank you for this wonderful masterclass, NOBEEL!" – Deana

"A big thank you to NOBEEL for organizing this masterclass. I found the sessions relatable and fun!" – Adejoke

The enthusiasm and engagement were remarkable. Stay tuned for BFGM 2.0! Attendees reported that their businesses are now at a 2x level compared to when they joined the masterclass.

### **Speakers:**



Mr Nick Howe
Lead, NatWest Group Partnership



Mrs Sharon David Ojengbede
Accountant (CIMA)
Business Strategy & Structure
Transformation and Process Consultant

# NOBEEL DEVELOPMENTAL HUBS PRESTON HUB

he NOBEEL Preston Development Hub, led by Adenike Oluwalana, NOBEEL Preston Director, was a vibrant experience, offering valuable insights on startup support and career advancement in the UK.

It was a bright, sunny day with a sprinkle of UK showers. Attendees highlighted the positive atmosphere and sense of connection within this community of Black professionals. They expressed satisfaction with the fun, networking, and overall value. The "Pick My Brain" session stood out for its interactive format, providing a platform for knowledge exchange and inspiration.

Participants left feeling motivated, viewing NOBEEL as a powerful network for career acceleration and personal development. They anticipate future collaborations and landmark programs within the community. The event made a lasting impression, and attendees look forward to more opportunities with NOBEEL.

### Here are some reviews:

"NOBEEL is a great community of Black people. I strongly recommend it." – Unknown

"The Preston Launch event is an eye-opener. NOBEEL has truly blessed me." – Olumide

"The Pick My Brain session stood out. I love the circle of knowledge and growth it fosters."

"Today has been great. I gained a lot of insight into career acceleration and look forward to more." – Nike



Mr Nick Howe Lead, NatWest Group Partnership

### LINCOLNSHIRE HUB

he NOBEEL Development Hub in Lincolnshire was launched on June 22, 2024, and it was led by Oluwatosin Oyebade. The launch event was titled "Meet and Make Moves."

It was not just a formal launch; it was an evening filled with fun, laughter, and impactful discussions, particularly focused on business ideation and execution.

The event featured a special guest appearance by Shardia O'Connor, CEO of Shades of Reality, whose insights set an uplifting tone for the gathering.

The launch of the NOBEEL Development Hub marked a significant step forward for the Black professional community in Lincolnshire. It was not just about the event; it was about building relationships and fostering a sense of belonging. As the hub continues to grow, it promises to be a model of inspiration and a driving force for positive change.

Feedback: When surveyed about their confidence in increasing earning potential based on newly acquired knowledge, 80% of the attendees reported a confidence boost of over 90%. The remaining participants showed either a 100% or 80% increase in confidence, compared to their pre-session self-assessments, which initially



**Shardia O'Connor** CEO, Shades of Reality

### **NOBEEL LADIES CONFERENCE 2024**

n March, to celebrate International Women's Month, NOBEEL held her annual Ladies Conference focusing on supporting and empowering women entrepreneurs. This year, the event took place in both the UK and Canada, with a focus on women from the BAME community.

The 2024 conference featured inspiring speakers from four continents, Olu Olabode, Tasha Randhawa, Jacintha Canary, and Simi Koye-Ladele. The theme was "Inspire and Inclusion: Woman of Color in Leadership"

Attendees participated in interactive sessions that provided practical advice and resources to help their businesses grow. The event also encouraged networking and collaboration among women, helping them share their experiences and support each other.

The NOBEEL Ladies Conference continues to be an important platform for promoting leadership and success among women of color, and we thank everyone who made this year's event a success. Together, we are creating opportunities for the next generation of women entrepreneurs.

Our Programmes and events for 2025:

NOBEEL LADIES CONFERENCE (March) NOBEEL SUMMITAND AWARDS (October)



Olu Olabode



Jacintha Canary



Tasha Randhawa



Simi Koye-Ladele

### NOBEEL LINCOLNSHIRE HUB PANORAMA

### NOBEEL PRESTON HUB PANORAMA























### **NOBEEL SUMMIT 2023 PANORAMA**



























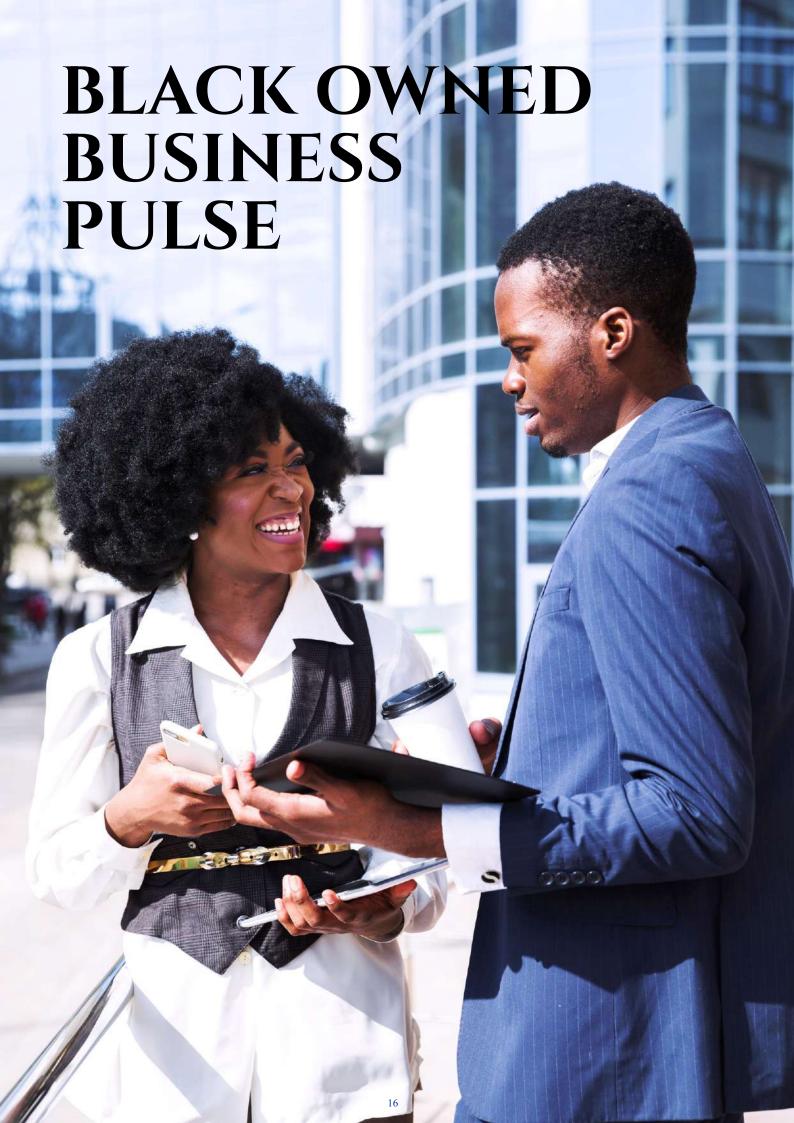














# BLACK-OWNED BUSINESS PULSE

OBEEL Media team went to the streets to test the pulse and business temperature across the United Kingdom, from Black Country to Birmingham, Luton, London, and across different spheres and industries, read from the exceptional network of business owners we have been privileged to speak with and be inspired.

### London Meet Faustina, the Founder of Divas of Colour International Women's Forum



### Can we get to know you?

y name is Faustina, and I'm a married mom of four kids. I'm from Nigeria, but I live in the UK. Academically, I studied nursing, but I have an interest in business and marketing and everything that has to do with branding and product development.

### Tell us about your Business.

I relocated to the UK when I got married and had three daughters. As a stay-at-home mom, I felt overwhelmed with ideas and started

a blog called My Black Woman in 2009, connecting with Black women launching their businesses. I helped microbusinesses owned by women of color with branding and product descriptions. In 2012, we launched C-Hub magazine under the Faunteewrites group, which publishes for independent authors. In 2014, I created the Divas of Colour International Women's Forum to provide learning and networking opportunities for women. I restructured and opened an online retail store in late 2022 with an emphasis on high-end fashion and self-care items after COVID disrupted our events in 2020.

### A quick highlight of your success story:

One of my success stories would be raising my children while building my business. My daughters published their first books, with my younger daughter focusing on autism. Additionally, I secured a five-year partnership with Worldremit for Divas of Colour events. We're now rebuilding after COVID, as the sector remains uncertain.

### Please share one challenge you've faced and how you overcame it:

The major challenge has been securing funding and finding the right partners, especially with increased competition from larger corporations in the event space. To address this, we relaunched Divas of Colour in 2023 as a membership organization, offering resources and discussions on entrepreneurship and well-being to support women.

### $Share \ one \ message \ for \ those \ just \ starting \ in \ your \ field:$

Narrow down your focus and avoid distractions. Initially, I was fixated on event attendance, equating success with high delegate numbers. It's crucial to define success based on engagement, speaker quality, or impact rather than just attendance. Also, choose mentors wisely; ensure they're experienced in business and not potential competitors. Be cautious about who you involve in your business.

### Birmingham What It's Like Being a Loctician for Over 12 Years



### Introduce yourself and tell us what you do:

y name is Charis, and I am a loctician. I specialise in natural hair locks and have been running my business for the last 12 years.

### What inspired you to become a loctician?

I started doing hair as a teenager, focusing on braids and weaving. I always enjoyed it, but my journey into locks began when I briefly moved back to the Caribbean, where many people wear their hair in locks naturally. At the time, I was struggling to find a job, but I was consistently getting more clients for hair services. That's when I decided to make it my full-time focus, as job opportunities were limited.

### What's your success story?

I officially started my business 12 years ago, working from home. Clients would come to the family home; I'd wash their hair in the tub upstairs, and we'd do the interlocking and tidying in the living room. That's how it all began. Now, I have a home with a designated workspace, and things have been progressing well ever since.

### What challenges have you faced, and how did you overcome them?

The biggest challenge came when I had my daughter. Balancing being a mom, an entrepreneur, and a loctician was tough. For the first three years, I worked part-time. My mom helped by looking after my daughter a few days a week, and I would work around that schedule, splitting the week between us. I was open with my clients about my situation, and they've been incredibly supportive. I'm very grateful for their understanding and loyalty.

# What advice would you give to someone starting in your field, especially in the UK?

Don't be afraid to start small. Stay humble, ensure your workspace is clean and presentable, and focus on building your clientele. Don't hesitate to register with HMRC and do things the right way—it offers more long-term benefits. Take your time, be

# Midlands The Man Who Wears Many Hats: IT and Business Ventures



### Introduce yourself and tell us what you do:

y name is Dimeji Oderinde, and I wear many hats as an IT professional. I currently work with Birmingham City University and also run two startups in the UK, one of which operates in Nigeria. My UK-based startup is called CGZABETH Limited, and the other is Haikio Ovid Lab.

### What do your businesses focus on?

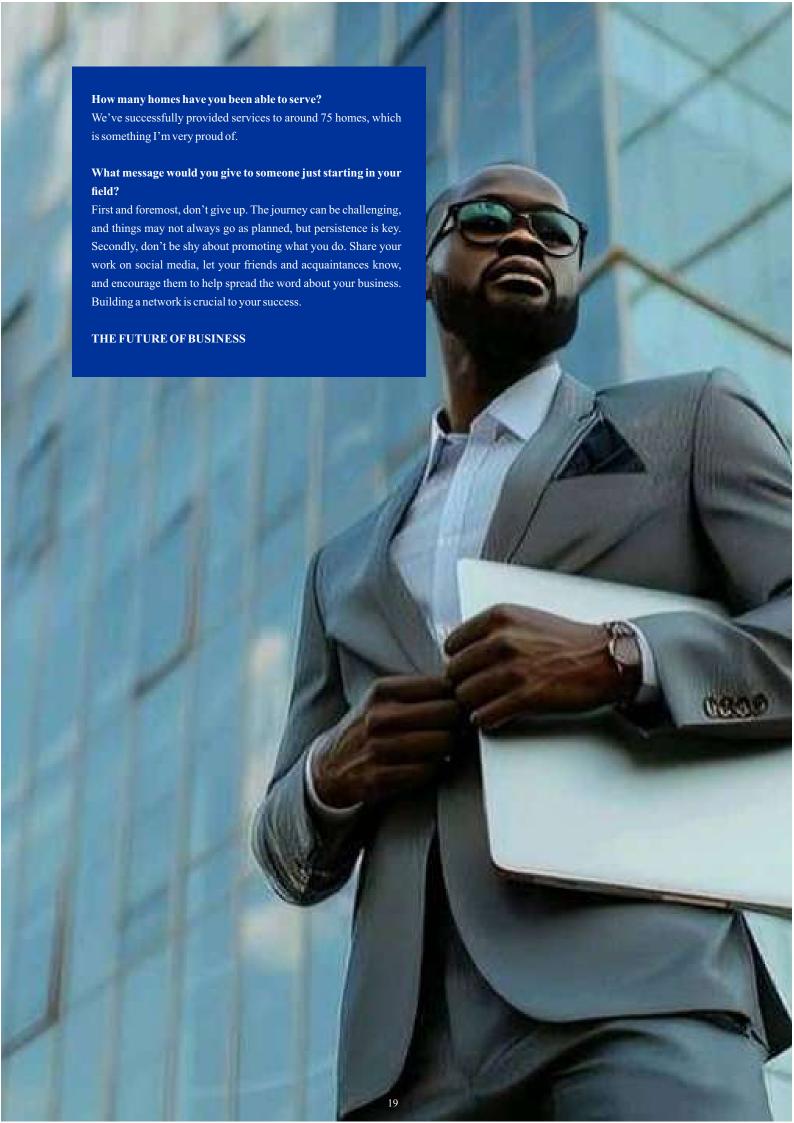
Haikio Ovid Lab is a software development company that specializes in delivering innovative solutions. CGZABETH Limited offers a broader range of high-tech services beyond just software development. We support businesses of all sizes small, medium, and large with comprehensive IT services. This includes everything from computer setup and repairs to network configuration. We have a fantastic team of over 16 professionals. In addition, we provide logistics services in the UK, with vehicles available to help transport goods locally.

### What inspired you to enter these different business sectors?

I believe that dreams can guide us in powerful ways. My journey began in Nigeria, where I studied engineering and developed a passion for technology. However, I didn't have the opportunity to fully explore this passion at the time. After losing my job at a bank due to flooding, I took some time to reflect on my next steps. I eventually moved to the UK to study Digital and Technology Solutions, which opened my eyes to a variety of scalable services and helped me take significant steps toward realizing my dreams.

### Can you share a success story?

One of my most memorable experiences was my very first job in 2022, which involved cleaning a house. I did it all by myself, and it took about two to three hours. I took some pictures to showcase my work, and that experience was incredibly rewarding. Fast forward two years and three months, and now we have expanded to a dedicated team of over 16 staff members in our cleaning business.



# 10 TIPS TO ACE YOUR NEXT INTERVIEW

torytelling is an ancient art, essential for communication long before language. The first tip and the foundation for all ten is mastering the art of storytelling.

### 1. Learn and Master How to Tell Your Story

Craft a narrative tailored to the job you're applying for. For a project management role, for instance, highlight qualities like punctuality, attention to detail, and commitment to excellence. Write down your stories, focusing on the best examples that showcase these traits.

### 2. Structure Your Story

Organize your narrative for maximum impact. Use the STAR method (Situation, Task, Action, Result) to lead, develop, and conclude your story effectively.

### 3. Be Yourself & Have Fun!

You're who your interviewers want to meet. Have fun, laugh, and let them see the things you've done outside of work. Show that you take initiative and think outside the box. I know this sounds weird, but honestly, it's important for you to enjoy the interview as much as the interviewers enjoy it. Let your personality shine, and allow them to get to know the real you.

### 4. Present Outside the Box

Avoid regurgitating your CV. The interview is an opportunity to showcase who you are beyond your resume—your personality and quirks.

### 5. Find a Connecting Point

Establish rapport with your interviewers. Mention aspects of the company culture that resonate with you, or ask insightful questions that spark conversation. This shows genuine interest and alignment with the organization.

#### 6. Be Curious

Demonstrate your interest in the role by asking questions about company culture, team dynamics, and expectations. This ensures a good fit for both you and the organization.

### 7. Imitate, Don't Intimidate

Adapt to the interviewers' communication styles without losing your authenticity. Observing and mirroring their tone and vocabulary can foster connection and ease any tension.

### 8. Have a Ready-Made Interview Checklist

Prepare a checklist of key points, questions, and follow-ups to ensure you cover everything important during the interview. In your checklist, you can include a question to close the interview with a lasting impression. For example, ask, "From your experience, what's one thing I could look forward to in the company's culture?" Or, "Is there anything about my experiences in this interview that stands out positively or as feedback for improvement?

### 9. Don't Limit Yourself to Just Work Examples

Incorporate personal experiences that reflect your values and character. This will demonstrate your suitability for the role beyond professional qualifications.

### 10. Have a Good Follow-Up Plan

After the interview, you can send a email. Express enthusiasm and gratitude for being part of the interview and mention something specific you learned during the interview. For example, you could say, "The interview helped me gain a better understanding of the company's culture, and I'm particularly excited about what you shared regarding [specific detail]." Using their words shows you're engaged and paying attention.

Good luck! Wishing you the best in your next interview!



# INTRAPRENEURS: WHY YOU SHOULD COMMODIFY YOUR EXPERTISE

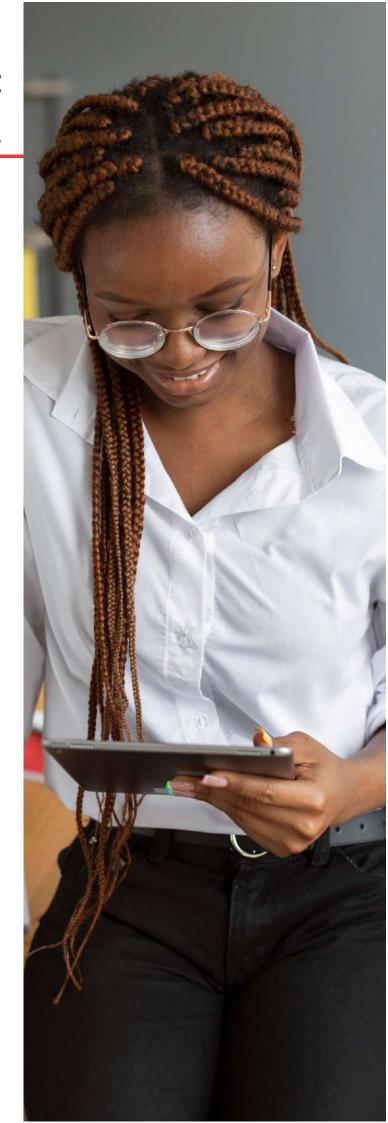
In 2023, we witnessed a surge in opportunities within the digital and global career landscape, a subtle exploration of Artificial Intelligence, and a revealing scrutiny of Diversity, Equity, and Inclusion issues and immigration status. The year served as a necessary upheaval, prompting a re-evaluation and centering of conciousness.

Commodifying Your Expertise: This doesn't necessarily mean diving into a masterclass immediately, but it does call for recognizing your expertise as a valuable commodity deserving of premium attention and rewards. This approach will refine your skills to excellence, reshape your work attitude, and enhance your negotiating power.



When you start to see your expertise as an asset, you take significant steps toward shaping your career path. Embrace continuous learning and actively seek out opportunities for professional growth. Doing so does not only enhances your skill set but it also increases your visibility in your organization. Sharing your insights and engaging with your network, you can position yourself as a thought leader, gaining recognition and influence in your field.

Ultimately, commodifying your expertise is about recognizing your value in that workplace. This mindset opens doors to greater opportunities, enabling you to navigate your professional landscape with confidence.







## **BLACK COUNTRY STARS**

# Meet Shardia O'Connor: The Transformative Storyteller



How and why did you venture into creating Shades of Reality Podcast?

he idea for Shades of Reality was born from a deep belief in the transformative power of storytelling. From a young age, I was captivated by the narratives that shaped the world around me. Whether personal stories or broader tales that defined cultures and histories, I understood that stories are the thread connecting us all. They inspire, inform, and ignite change.

As I entered the media world, I realized storytelling isn't just about entertainment—it's about empowerment. Stories give a voice to the voiceless, challenge perceptions, and spark conversations that lead to progress. I wanted to build a platform that celebrated these voices, where stories weren't just told but lived, felt, and shared in meaningful ways.

At the heart of my vision is the belief that everyone has a story worth telling. Whether it's an individual sharing their journey or a community highlighting its collective experiences, stories shape our understanding of the world and each other.

This platform is my way of championing the narratives that often go unheard while providing a space where creativity and truth coexist.

Creating a media platform rooted in storytelling allows me to combine my passion for media with a mission to inspire others. Through each piece of content we share, I hope to encourage others to recognize the power of their own stories and how they contribute to the larger narrative of humanity.

# What has been your biggest challenge thus far, and how would you teach others to navigate it?

Breaking into the industry is one of the hardest challenges for many. Independent creatives face competition from established agencies and larger brands with bigger budgets and resources. Standing out and gaining recognition in such a competitive field requires time, patience, and perseverance.

While these challenges can be daunting, they push us to be adaptable, resilient, and resourceful—qualities that ultimately fuel innovation and drive success.

Another major challenge is finding the right people to join you in your vision. Being a visionary leader isn't just about today; it's about thinking ahead. It's about planting the seeds of today for future generations. When I first started my creative journey, it was sometimes difficult because many people aren't visionary—they focus on the present or themselves. Discernment is crucial in identifying who will be part of the journey for the long term and who is only there for a season. Not everyone you start with will finish with you, and that's okay. Stay consistent in your mission and enjoy the journey.

# What advice would you give to those just starting on this journey?

For anyone starting in the creative industry, I would advise them to be unapologetically themselves, not what the world expects them to be. Self-belief and self-worth are essential in this business. If you don't know who you are, others will define you and make decisions that don't align with your vision.

Manage your time wisely. Outsource tasks so you can focus on creating. Network with the right people. Lastly, be authentic, and the right people will show up.

# Brain, Beauty and Everything In Between; Meet the Rising Star Emma.



t NOBEEL we are dedicated to supporting the younger community of black stars who represent excellence, dignity and typify audacity either in academics, or in productive impressions on the society through actions, ideas or leadership.

One of such is Emmanuela Twumasiwaa, popularly called Emma. A soft spoken, graceful and excellent minded model, and sparkling Gen-Z representative.

Emmanuela Twumasiwaa is a dedicated and compassionate individual, currently a finalist for Miss Africa 2024. At just 24 years old, she is also pursuing further education in computer science at University College Birmingham (UCB), where she combines her passion for technology with her drive to make a positive impact in the world.

Through her journey in the Miss Africa competition, Emmanuela is actively fundraising for BulliesOut and Birmingham City Children's Hospital, charities that align with her mission to support children and young people facing adversity.

Emmanuela is also passionate about global wealth equity and sustainable development, particularly in Ghana. She is working to support agricultural initiatives in the country by collecting newspapers and egg boxes, which are repurposed to promote sustainable farming practices. By doing so, she contributes to building a circular economy, helping local farmers while aiding the growth of Ghana's economy.

In addition to her work in sustainability, Emmanuella is committed to supporting individuals with mental health conditions, drawing from her own experiences. She aims to raise awareness, provide support, and advocate for those facing similar challenges, contributing to a world where mental health is openly discussed and supported.

Her commitment to creating a positive impact is evident in her charity work. Bullies Out provides vital anti-bullying education and support, while Birmingham City Children's Hospital delivers life-saving care to young patients. She aims to raise awareness and crucial funds for these causes through her fundraising efforts, amplifying the voices of those in need.

Beyond her charity and sustainability work, Emmanuella is driven by a desire to inspire others, particularly women and young girls, to pursue their dreams, embrace their cultural heritage, and make a difference in the world.

# **CAREERS CORNER!**

In the spirit of raising a tall glass to your growth, acceleration, and grit in being your very best despite all odds, we have interviewed the oddly excellent career bosses, just like yourself, and brought their stories to inspire you.

# Meet Wilfred, a People Manager in the Financial Banking Sector



### Introduce yourself:

y name is Wilfred, and I am a people manager. I lead a team of business managers in the financial sector, supporting our business customers.

# How did you attain your leadership position in the financial sector in such a short time?

I achieved this position early in my career through concentrated focus and a clear vision of my goals. I aimed to manage others and become the best example of true leadership that I could be.

What has your experience been like managing people?

Managing people is not easy. There are times when I question what to do next, but the ultimate reward comes from seeing others achieve the goals they've set for themselves. This is the most fulfilling aspect of leadership for me. Getting to know my team members, understanding their strengths, and helping them improve in their areas of weakness is truly gratifying.

# Can you share a significant lesson you've learned as a leader and how you bounced back from a challenge?

One significant challenge I faced was when it seemed that one individual on my team had managed to turn everyone against me. This was one of the hardest and lowest points in my leadership career. Bouncing back was tough, as it shook my confidence and dampened my ambition to continue in leadership.

What ultimately helped me recover was my love for people. The experience transformed my mindset and made me a better leader, with a greater record of success than I had previously achieved.

I learned to build trust and confidence, both in myself and within my team. This shaped my perspective on life and served as a springboard for success and stronger relationships.

# What advice would you give to someone aspiring to be in a leadership position but just starting?

My best advice for anyone aspiring to leadership is to understand people. If you genuinely care for others and can win their hearts, you will achieve the success you desire. Your foundation should always be centered on people, regardless of their status, background, or race. This approach will help you navigate relationships at all levels—whether surface-level interactions or deeper team dynamics—and influence others to work towards your shared goals. Ultimately, it's a win-win situation for both you and those around you, enabling everyone to perform at their best.

# The Magnificent Mary: Applied for Ten Jobs in the Civil Service and Got



### **Introduce yourself:**

'm Mary Ukpang Okafor, a graduate in biomedical science. Currently, I work in the Digital Social Department with the Department for Work and Pensions. I'm Nigerian and have been in the UK since I was about four years old. I originally lived in London but moved to Northwest Preston three years ago. I'm also a mother and a wife.

### Share how you applied for ten jobs in the civil service and got a Yes for all:

I had been focused on the NHS because that was where I previously worked. However, after having a child, I found juggling work and family life quite stressful. My husband encouraged me to explore other options. Many of us who grew up in the UK often feel confined to looking for jobs specifically related to our studies. However, my husband suggested that I consider roles in different departments.

Initially, I was hesitant because I thought you needed extensive experience to work in the civil service. We sat down together to modify my CV to better fit civil service roles. It took me about three weeks to apply for ten jobs, and since I had no prior office experience, I decided to apply for lower-level positions. Because of the support I had, and the ability to study and understand what is expected of me at the interviews, I got an offer on all the jobs.

### What is it like being in the civil service?

I can honestly say it's the best decision I've made for myself. The nine-to-five schedule from Monday to Friday allows me to spend more quality time with my family, which is a significant highlight for me. Another perk is that I don't have to be in the office every day; I currently go in only four times a month.

What lessons have you learned?

I've gained a deeper understanding of people and how different customers have varying perspectives on their needs and wants.

### Why did you choose the job you picked from the ten offers?

I chose the caseworker position in Preston because I felt it was a role I could adapt to easily. While my previous experience involved talking to patients, this position involved interacting with customers, which I am comfortable with. Additionally, I liked that it was based in Preston.

Tell us about career advancement in the civil service for those looking to transition in there.

In the civil service, there are more opportunities for rapid career advancement compared to the NHS. Overall, I find that the civil service offers a more favourable environment for professional growth.



# **SPOTLIGHTS**

### From the Heart of Lady Sharon David-Ojengbede - A Business Coach and Transformation Specialist.



he Creator of the mighty oak tree wouldn't be satisfied if it remained a small shrub. Similarly, Africa holds immense promise, with the resources to become a global force. The key to unlocking this potential lies in our collective focus and dedication.

I am deeply passionate about Africa—not just because of my heritage, but because of the continent's vast, untapped potential. As the lead transformation consultant and director at Veridis Consulting, I am dedicated to using my skills and experience to build capacity among visionaries, businesses, and industries. I do this by delivering solutions, supporting initiatives, and fostering dialogue among key stakeholders, with a current focus on agriculture and fashion—two sectors vital to Africa's economic growth.

I am also on a mission to shift mindsets, encouraging Africans—both at home and abroad—to look beyond personal gain and view business as a tool for improving livelihoods and building thriving economies. I help business owners gain clarity and structure for-profit and scale, enabling them to expand their impact and contribute to economic growth.

To connect and access our transformative resources, visit - <a href="http://bit.ly/BuildAfricaNow">http://bit.ly/BuildAfricaNow</a>

# **Empowering New and Working Mothers**

By Mrs. Robina Acheampong, Wolverhampton Director for NOBEEL Hub UK

As a new mother balancing the demands of family life and a thriving career, I'm particularly excited about the upcoming NOBEEL Summit and Awards 2024, themed "The New Face of Global Wealth." This event provides a valuable platform for mothers to explore strategies for navigating the complex world of wealth-building, all while juggling the demands of motherhood and career. It is a space for us to learn, connect, and empower each other as we shape a prosperous future for ourselves and our families.

# Here's how the NOBEEL Summit will support working mothers on this journey:

1. Understanding Future Wealth Trends

A major focus of this year's summit is the evolving nature of wealth, especially considering digital transformation. According to recent studies, the global digital economy is set to grow to \$23 trillion by 2025, reshaping the opportunities available for wealth creation. As working mothers, it's critical that we tap into these opportunities to build sustainable, generational wealth. The summit will help us understand how to use these trends and position ourselves for success in this rapidly changing landscape.

2. Addressing Mental Health and Well-Being

For many of us, balancing work and motherhood can be overwhelming. The Mental Health Foundation reports that financial stress is a significant contributor to anxiety, particularly among Black adults. At the NOBEEL Summit, mental health will be a core topic of discussion, with expert advice on managing stress, setting boundaries, and prioritizing self-care. These insights will be crucial as we look for both personal and professional fulfilment.

3. Teaching Financial Literacy to Our Children

Financial education is vital for preparing our children for future opportunities. However, many Black youth still lack access to adequate financial literacy programs. At the summit, we will explore effective ways to instruct our children about managing finances, so they can confidently navigate the evolving global economy. The goal is to equip the next generation with the tools they need to create wealth for themselves and their communities.

### 4. Building Wealth Through Community Collaboration

Wealth-building is not a solo journey—it is a collective effort. The rise of community-driven business models presents an opportunity to collaborate with others and create support networks that amplify our efforts. By attending the NOBEEL Summit, we'll learn how to foster collaboration within our communities, sharing resources and experiences to drive mutual success.

### 5. Prioritizing Self-Care for Long-Term Success

Amid the daily challenges of work and parenting, it's easy to overlook self-care. However, taking care of us is essential for sustaining long-term success. The NOBEEL Summit will highlight practical self-care strategies tailored to working mothers, empowering us to keep our energy and focus both at home and in our careers.

### **OUR PROGRAMMES AND EVENTS FOR 2025**

NOBEEL LADIES CONFERENCE (March) NOBEEL SUMMIT AND AWARDS (October)

Business Grant and Finance Masterclass

Start-up Clinic

Youth Mentoring Programs

Programme, Project and Product Management Internship

Career Accelerator Hubs

Business Clinics and Business Mentoring Hub



# **NOBEEL TEAM**



Lady Ifeoluwa Oyatokun
Executive Director, NOBEEL

Lady Ifeoluwa Oyatokun is a distinguished business executive and public speaker, recognized as a global leader in the BAME community. She leverages her expertise in finance and the digital economy to drive positive change. As the founder of the Network of Black Entrepreneurs and Economic Leaders, she supports start-ups and entrepreneurs across the UK, creating lasting social impact. <a href="https://bit.ly/3AGbILK">https://bit.ly/3AGbILK</a>



Oyebade Oluwatosin Lincolnshire Director

**Oyebade Oluwatosin** is a nurse and currently serving as a director at NOBEEL in Lincolnshire. Her commitment to excellence and hard work drives her to make a significant impact in her community, where she balances her professional responsibilities with her passion for caregiving and leadership.



Adenike Oluwalana
Preston Director

Adenike Oluwalana is a digital creator and a project manager. As a director with NOBEEL, based in Preston, she brings creativity and strategic leadership to every endeavour, championing innovative projects and fostering connections. Nike's unique skill set and passion make her an inspiring figure in both professional and personal sphere.



**Fola Adetona**Birmingham Director

Adetona Adefolaju is a driven digital engineer and the director of NOBEEL, based in Birmingham. Known for his simplicity and determination, he combines technical expertise with a goal-oriented approach, leading initiatives and driving innovation in the digital space while inspiring those around him to reach their highest potential.

# **NOBEEL TEAM**



**Robina Acheampong**Wolverhampton Director

Mrs Robina Acheampong is a dedicated business professional with expertise in sourcing, customer service, sales, and marketing. She currently serves as the Wolverhampton Director for NOBEEL Hub UK and has extensive experience in the banking sector, specialising in contract management and strategic planning. With a BA in Marketing and Events Management, Robina is passionate about building strong client relationships, fostering collaboration, and driving business growth across diverse industries



Tolulope Ibitola

Calgary Director, Canada

**Tolulope Ibitola** is a digital creator and NOBEEL director based in Calgary, Canada. She combines creativity and leadership, contributing significantly to the digital space and NOBEEL's impact, fostering community engagement and innovation in her field.

# NOBEEL SUMMMIT PROJECT TEAM









# THE FUTURE OF BUSINESS

The future of business is evolving at an unprecedented pace, driven by technological advancements and shifting global trends. Digital transformation has become a cornerstone, as technologies like artificial intelligence (AI), automation, and data analytics redefine industry operations and customer interactions.

Businesses aiming to remain future-proof are increasingly focusing on personalized customer experiences, using data to understand and anticipate customer needs. This shift ensures that companies stay relevant and can nurture deeper customer loyalty.

Sustainability is another critical factor shaping the future. Organizations are prioritizing environmental stewardship and ethical practices to align with global sustainability goals and consumer expectations.

In recent years, the world has experienced a surge in the knowledge economy. However, the future will hinge on what can be described as the "Wisdom Economy" —a blend of ethical practices, human-centric approaches, and deep knowledge. businesses that focus on these elements are better equipped to endure economic fluctuations and nurture long-term stability.

The rise of remote work has fundamentally transformed the traditional workforce, offering flexibility and expanding opportunities worldwide. This shift challenges companies to rethink operational strategies and optimize for a distributed, adaptable workforce.

Moreover, the business landscape is shifting from competition to collaboration and inclusivity. The traditional notion of competitive advantage is fading, making room for cooperative models that prioritize diverse perspectives and innovative partnerships. Companies that embrace collaboration and shared ideation are poised to lead in this new era.

In conclusion, the future of business will be defined by its ability to innovate, adapt, andcreate sustainable value. Companies that can seamlessly integrate new technologies, respond to market shifts, and meet evolving customer expectations are the ones that will thrive.

### **SUPPORT BY**



















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Location: Wolverhampton







### PARTNERS AND SPONSOR

We extend our heartfelt gratitude to our valued sponsors and partners. Your support propels our mission, creates meaningful impact, and drives positive change in the communities we serve. Together, we are shaping a brighter, more prosperous future.

### ${\bf JOIN\,US\,IN\,SHAPING\,TOMORROW;\,Partner\,with\,NOBEEL} \\ {\bf for\,2025}$

As we look to 2025, we invite visionary organizations and individuals to partner with us in advancing economic empowerment, leadership development, and sustainable growth. There are numerous ways to engage with NOBEEL's transformative projects and initiatives:

### **Headline Sponsorship Opportunities:**

NOBEEL Awards 2025: Become the headline sponsor of this prestigious event, celebrating excellence and inspiring leadership.

Magazine Features and Ad Placements: Elevate your brand through strategic visibility in NOBEEL Magazine.

### Collaborate on Key Programs:

Young Economic Leaders Programme: Support university and college students as they step into leadership roles.

Start-Up Clinics: Foster innovation and entrepreneurship by supporting new ventures.

Business Hubs: Drive growth through networking and business development opportunities.

Business Mentoring: Empower emerging leaders through mentorship and guidance.

Career Accelerator Clinics: Equip future leaders with the tools to thrive in competitive industries.

A Sneak Peek at Project 300: We are excited to unveil Tech-Enabled Project 300, a new initiative aimed at accelerating the economic advancement of 300 Black leaders and entrepreneurs. After a successful beta test in early 2024, we are poised to roll out this project at full scale, providing specialized mentorship, resources, and opportunities to shape future leaders.

We drive sustainable economic advancement for Black communities by creating lasting, measurable social and economic impact. Together, we can empower the next generation of

change-makers, and establish legacy leaders who will shape industries and communities for years to come.

### Ways to Partner with NOBEEL:

Sponsor or Donate: Provide financial support to fuel our impactful programs.

Mentorship: Share your expertise by guiding entrepreneurs and aspiring leaders at our Business Hub.

Be a Speaker: Inspire the next generation of leaders by speaking at our events.

Headline Award Categories: Align your values with our mission by sponsoring specific award categories.

Share Resources: Collaborate by providing resources or expertise to enhance our initiatives.

Volunteer: Dedicate time and effort to support outreach and community programs. Intern Training: Offer hands-on training opportunities for interns within your organization.

To partner with NOBEEL, please contact us at **nobeel.uk@gmail.com** or admin@nobeel.com. We look forward to working with you to create lasting change. Get Involved: Reach out to explore partnership opportunities: Contact Us

Support our projects through donations: Donate Here

Together, we are building a legacy of empowered Black economic leaders and thriving communities. Join us today to lead the charge into 2025.

- Use this link to reach out to us: https://shorturl.at/2GjMg
- To donate to any of our project: https://bit.ly/3OazBxO

**Reach Out Here** 



**Donate Here** 

