

April
2024

Monthly Newsletter



Inspiring • Connecting • Empowering

The W Community

Hello Ladies,

Happy New Month! How was March? I genuinely hope it was full of amazing experiences. March was also our month! A time to raise awareness for a more inclusive world where as women, we are empowered to fully participate in society, to pursue our passion, and contribute our unique perspectives and talent to the world.

At W, we commemorated the Women's Month in a grand style, through our symposium tagged “Building Inclusive Communities”, where we enjoyed the wealth of experience of prominent individuals in different spheres of influence.





If you missed out on this electrifying experience, kindly watch the replay when you visit any of our social media platforms on Instagram, Facebook, and X @thewcommunity. You can also access the replay on our YouTube channel @The W Initiative.

Trust me to always give a special shout-out to our celebrants. If April is your birth month or you are celebrating a milestone this month, here is a big congratulations to you and yours!

Let's dive into our April Newsletter!



FOUR TIPS TO TAKE YOUR BUSINESS TO THE NEXT LEVEL

As female business owners, we all know that the economy has not been at its best and vendors will always say “Today’s price is not yesterday’s price.” How do you relate this to your customers whom you have already given a quote? These and more are what we face today as business owners. This means we need to explore ways in which we can battle inflation and help you take your business to the next level.

FOUR TIPS TO TAKE YOUR BUSINESS TO THE NEXT LEVEL

01. Leverage Your Network

Networking is Key! Your network can offer insights, collaboration opportunities, and likewise attract potential clients or investors. Cultivate meaningful connections with experts in your industry and beyond. Attend events, join organisations, and engage with fellow entrepreneurs.

02. Invest in Continuous Learning

Stay ahead in the industry by investing in your own growth. Take courses, attend workshops, and seek mentorship from industry experts. Embrace new technologies/trends within your business and stay competitive.

FOUR TIPS TO TAKE YOUR BUSINESS TO THE NEXT LEVEL

03. Delegate and Prioritise Tasks

Effective delegation is key to scaling your business efficiently and avoiding burnout. Learn to delegate effectively as your business reaches the zenith. Trust your team members or outsourcing partners with tasks and responsibilities, so you can focus on high-priority activities that drive growth and expansion.

04. Build Your Personal Brand

Establishing yourself as a thoughtful leader will not only enhance your credibility, it's also a strategic move to attract new opportunities and position yourself for global relevance. Showcase your expertise and unique perspective by building a strong personal brand. Utilise social media, blogging, and public speaking to share your knowledge and insights. Implementing these strategies can propel your business to new levels of success.

As female business owners, we have the power to create our own economy and build a thriving business. With some of these tips I have shared and the right strategies, you will definitely pull through!

NURTURING

**YOUR BODY,
MIND AND STYLE**

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As women, we often focus on taking care of other things and we neglect ourselves over time. Well, that's why you have me; to remind you that you are very important and you deserve all the pampering you can get. When you are pampered, in the end, it helps you to become even more productive. Here are some tips to help you nurture your body, mind, and style.

NURTURING YOUR BODY, MIND AND STYLE

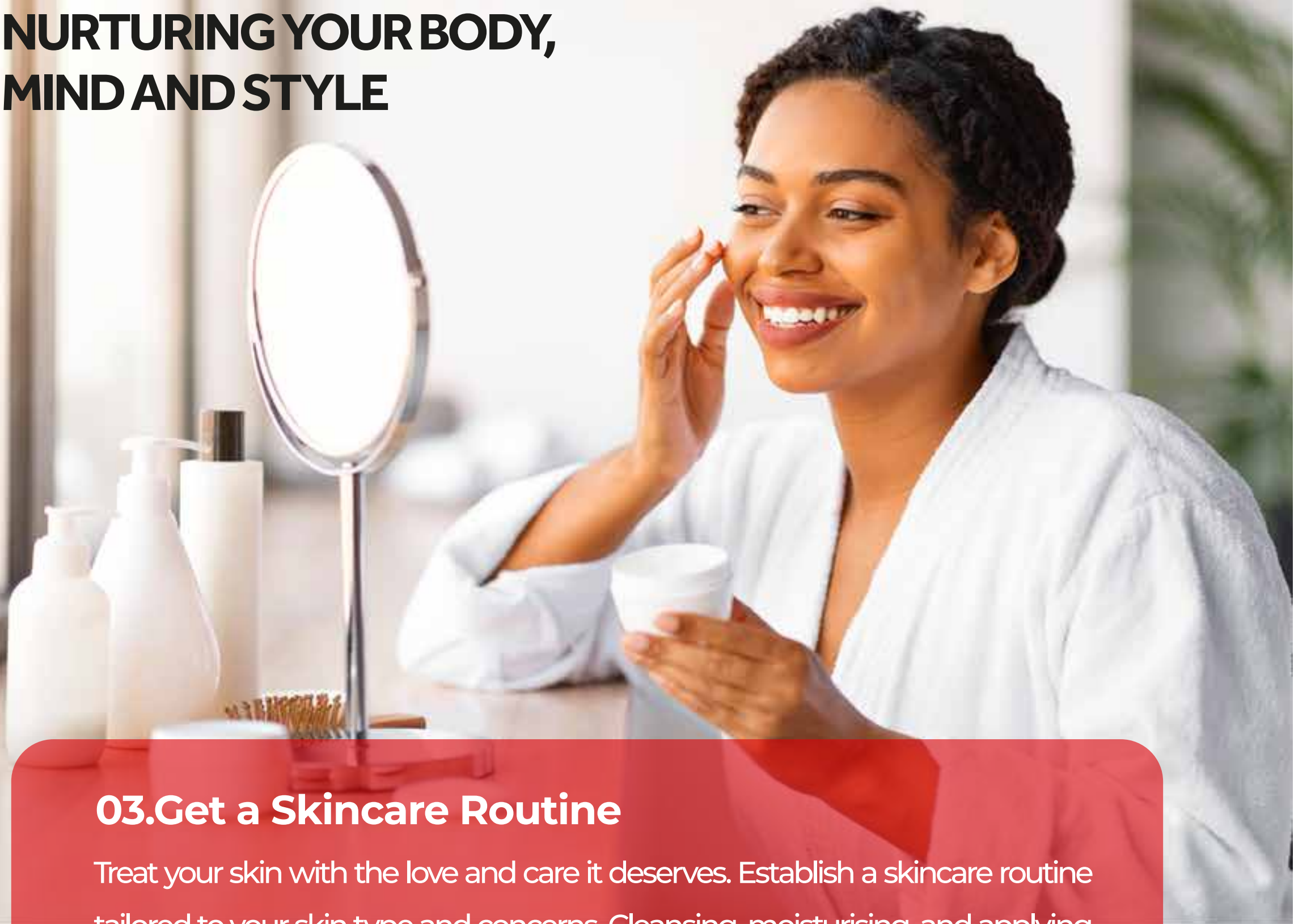
01. Eat Healthy

Sometimes, we get so busy that we forget to plan our meals. We skip breakfast (which is unhealthy) and when we get hungry during midday, we snack on carbonated drinks, cookies and junk. What would your health look like five years from now when you continue this routine? Health is Wealth! Incorporate plenty of fruits, vegetables, lean proteins, and whole grains into your diet. Stay hydrated and indulge in nutritious snacks to keep your energy levels up throughout the day.

02. Hangout with Friends

Don't forget to make time for the wonderful women in your life, as this is therapeutic and a great way to take breaks from your usual routine as a stay-at-home mum, professional or entrepreneur. Schedule regular hangouts with your friends to unwind, share laughter, and create cherished memories together. Whether it's a cozy brunch or a fun night out, prioritise nurturing these connections; they nourish your mind and keep your mental health balanced.

NURTURING YOUR BODY, MIND AND STYLE



03. Get a Skincare Routine

Treat your skin with the love and care it deserves. Establish a skincare routine tailored to your skin type and concerns. Cleansing, moisturising, and applying sunscreen are essential steps to maintaining a healthy and glowing skin. Also, consider adding serums or masks for an extra boost of nourishment.

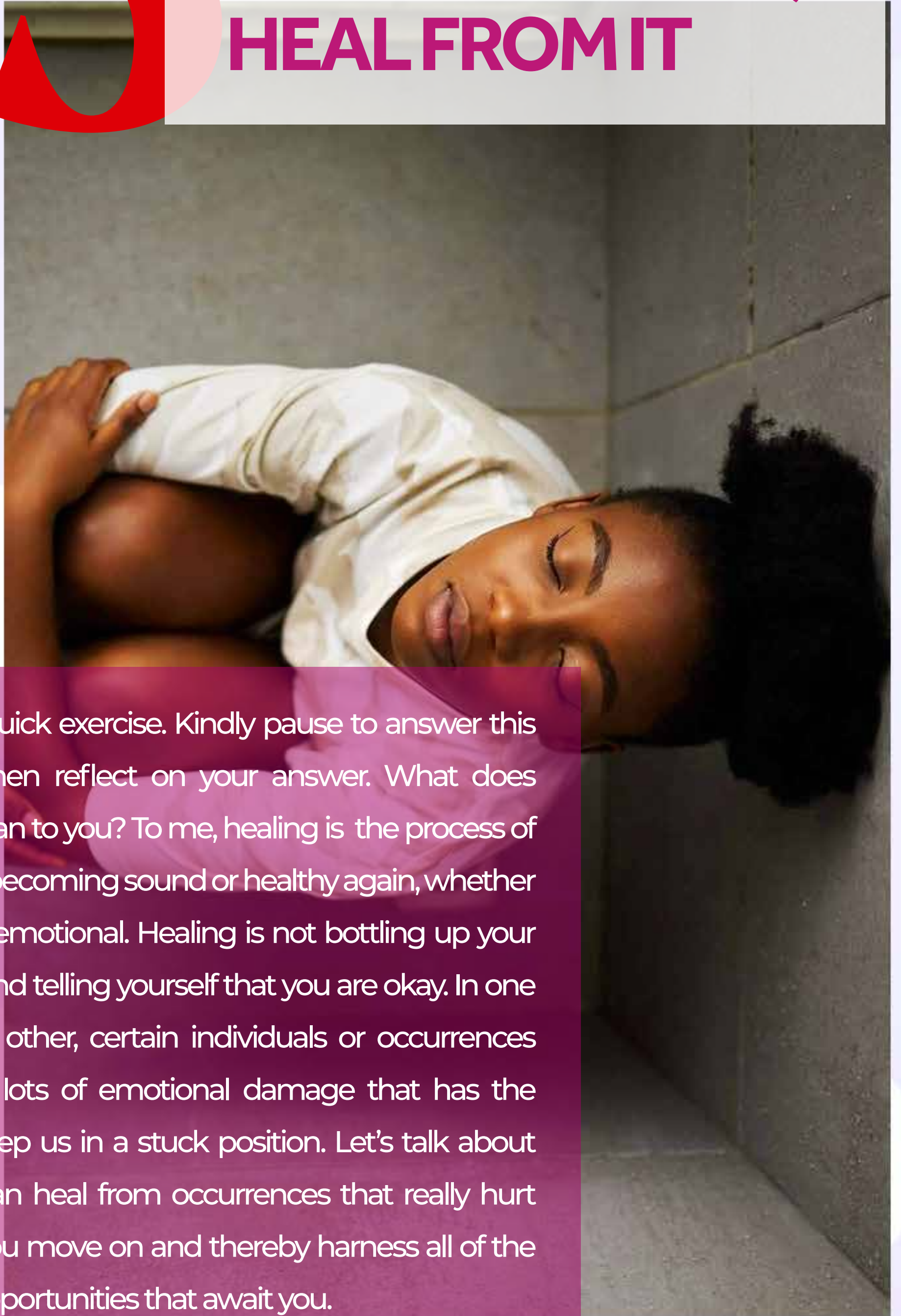
04. Change Your Wardrobe

When last did you revamp? I'm not talking about buying a pair of shoes once in a while or paying for a friend's aso ebi. I mean, taking out time to visit a boutique or an online store to buy some new wears. The bills will never stop showing up, so be intentional about getting new hair, clothes, bags, etc. Refresh your style and embrace the season with a wardrobe update. Clear out items that no longer serve you and make room for pieces that make you feel confident and fabulous. Experiment with new colours, patterns, and silhouettes to express your unique personality.

Self-care is not selfish, it's very essential. What else do you think you should be doing to care for yourself aside from the aforementioned? It's time to put them into practice! This month and beyond, prioritise your well-being and happiness every day.

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YOUR PAST DOES NOT DEFINE YOU; HEAL FROM IT



Let's do a quick exercise. Kindly pause to answer this question, then reflect on your answer. What does healing mean to you? To me, healing is the process of making or becoming sound or healthy again, whether physical or emotional. Healing is not bottling up your emotions and telling yourself that you are okay. In one way or the other, certain individuals or occurrences have done lots of emotional damage that has the ability to keep us in a stuck position. Let's talk about how you can heal from occurrences that really hurt you, help you move on and thereby harness all of the beautiful opportunities that await you.



01. Nurture Self-Compassion

Firstly, I'd like you to understand that healing from past experiences is a journey, unique to each individual. Embrace a tender approach towards yourself. Remember, healing is a journey, and it's okay to be gentle with yourself as you navigate through it.

02. Seek Therapeutic Support

Professional guidance can provide invaluable support and assist in navigating complex emotions. Consider consulting with a therapist who specializes in trauma or women's issues.

03. Embrace Self-Care Rituals

Prioritise self-care activities that replenish your mind, body, and spirit. Activities like indulging in a soothing bath, practising yoga, exploring creative outlets are good self-nurturance activities that should be non-negotiable parts of your routine.

04. Reflect Through Journaling

Writing can serve as a cathartic release and aid in processing past wounds. Engage in reflective journaling to pen down your emotions and gain clarity on your experiences.

05. Forge a Supportive Community

Surround yourself with understanding and supportive individuals who uplift and validate your journey. Cultivate connections with friends, family, or support groups that foster a sense of belonging and encouragement.

06. Embrace Mindfulness Practices

Incorporate mindfulness and meditation into your daily life. These practices can help ground you in the present moment, alleviate stress, and foster emotional resilience. Remember, healing is not linear, and it's okay to take your time. Each step forward, no matter how small, is a show off that you are strong and resilient.

Introducing


youththrive
by  access

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Your Gateway to Limitless Possibilities

Go back to the headline of this letter, did you notice something? Well, it says “**Youthrive,**” which can also mean, **youth-thrive!**

Are you a youth? Are you an Entrepreneur? Are you career-oriented? Do you know anyone who falls into this category? I have an important update.

It is an amazing initiative brought to you by Access Bank to ensure that Youths get access to numerous opportunities to achieve their potential. It aims to build their capacity as well as give them access to affordable finance and decent jobs



Introducing

youthrive
by access

Your Gateway to Limitless Possibilities

Through **Youthrive**, individuals will enjoy;

- Financial Empowerment - Over 700,000 youth will gain access to loans at a discounted rate of 15%
- Employment Opportunities: 1000 youths who go through trainings will be recruited by the bank and its holding company yearly
- Capacity Development: Over 300,000 youths will be trained yearly
- Business Exchange Programme: 2 exceptional youth entrepreneurs will be sponsored by the Business Exchange program in the Netherlands/ China/ India.

Guess what, 60% of these slots are open to women!

Of course, I won't give you all the gist of this program without telling you "How To Apply", all you need to do is send an email to Project.youthrive@accessbankplc.com
Congratulations in advance!



Goodbye Ladies!

Thank you for reading our April Newsletter. I hope it was enjoyable. To our Muslim sisters, I'd like to say Happy Celebrations! Please take time out to rejuvenate after days of going on your spiritual exercise. This month is a blank chapter to write the best story of your life! As we forge ahead into May, please stay on top of your vision board game. The clock is ticking and very soon, we will be half a year away from 2025.

This is not to scare you but to remind you to stay committed to your goals. Wake up every day to make it count.

I look forward to writing to you again in May. Take care of yourself!





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