



*Speaker Deck*

**ADAORA "LUMINA" MBELU**

**Bright Light  
Purpose Driver  
Dreamterpreter**



# PURPOSE

*I'm committed to shifting mindsets, inspiring hearts, and transforming lives*

Being a Bright Light means that I bring light into the hearts of people whose lives intersect with mine. I remain plugged into a higher energy source, and when people interact with me, they want to know more about my light source - God. I help people take decisive action to get their best work out into the world. I'm passionate about elevating human consciousness, and helping people discover, accept, and use their gifts in a purpose centric way - this is why I call myself a purpose driver. I truly believe that people are the bedrock of society, and by helping them find clarity, while simultaneously inspiring and empowering them, to become the best version of themselves, we will see a ripple effect of love, peace, innovation, and growth across the world. This is where my mission lies.

- *Adaora Lumin Mbela*

# BIO

Adaora Mbelu is a Bright Light, Dreaminterpreter, and Purpose Driver. She is a co-founder at Lumination, an Afrocentric Transformational Learning Company on a mission to empower individuals and organizations to take decisive action to get their best self and best work into the world.

As a brand strategist, she has worked on projects with several multinational companies, SME's, and individuals. Some of these brands include: Google, Guinness, Johnny Walker, Microsoft, Pernod Ricard, FSDH, Union Bank, FCMB, TWE Global, Pepsi Co, Tobi Bakre, Godwin Strings, Osa Seven, Denola Grey amongst others. She has worked as a content developer on the UNWTO Conference, Nigeria Centenary Awards, and International Conference on Peace & Security. She was also the project manager for Fremantle Licensed TV Shows, Nigerian Idol and Nigeria's Got Talent, where she managed the business, brand, and production of the shows. Adaora was the Corporate Communications Manager for OSMI during the 2010 World Cup managing all communications on the broadcast rights for Nigeria. OSMI was also a broadcast marketing license owner for the UEFA Champions Leagues, UEFA Europa League, FA Premier League, La Liga, and Bundesliga. Prior to moving to Nigeria, she was a Credit Analyst at Citigroup USA, where she received awards for organizational efficiency and team spirit.

She has been mentioned in Entrepreneur Magazine's "11 Africans that are changing the business landscape in Africa." She is a two time Future Awards Africa Nominee and a recipient of the Royal Leadership Award by His Imperial Majesty, The Ooni of Ife. Adaora has been featured among Nigeria's Under 40 CEO's, and Top 30 Under 30, and was awarded "Most Inspiring Woman of the Year" 2019.

# BIO

*cont'd*

At the age of 16, Adaora represented Nigeria at the Global Young Leaders Conference in New York, and Washington DC, USA. In university, she was nominated Outstanding Freshman at NKU, Outstanding Sophomore at NKU, and Outstanding Junior at NKU. She was also invited to the National Scholars Honor Society, and Entrepreneurship Institute Honors Committee. She was the president of the African Students Union at Northern Kentucky University, and Vice President/Social Chair of the International Students Union. She was a recipient of "The Spirit of Entrepreneurship" Scholarship by The Castellini Foundation.

Adaora is the author of "This Thing Called Purpose", a book that helps people understand the true essence of living with and through purpose. Aside from her academic and professional work, She has a super-passion for community development. She is a founder at Socially Africa (@sociallyafrica), a foundation that pays forward to the society through several initiatives.

One of her philosophies is the importance of living a purpose driven life and using as many of her gifts as possible. As a result, She finds several mediums to express her purpose. In 2019, she co-produced and acted in "Truth"- an AMVCA award winning TV series on the Africa Magic Channel. Adaora is a Visual artist, Designer, Photographer, Poet, Rapper - a multipotentialite who holds the belief that we can be many things in this world.

**mission  
profession  
philanthropy**

# MISSION

*Co-founder, Lumination*

Lumination is an Afrocentric transformational learning company.

At Lumination, our mission is to empower individuals and organizations to live a life of purpose, while committing to become better versions of themselves throughout their life's journey. We do this through our various platforms – video content, podcasts, masterclasses, seminars, corporate training, and live events. Everything we create at Lumination makes you feel like you have a place to express your true self and have the freedom to not self-censor your most interesting ideas. We help undo mindsets and beliefs that limit us and support each other to 'do hard things.'

*[www.luminationglobal.com](http://www.luminationglobal.com)*

**LUMINATION** 



# PROFESSION

*Brand Strategist*

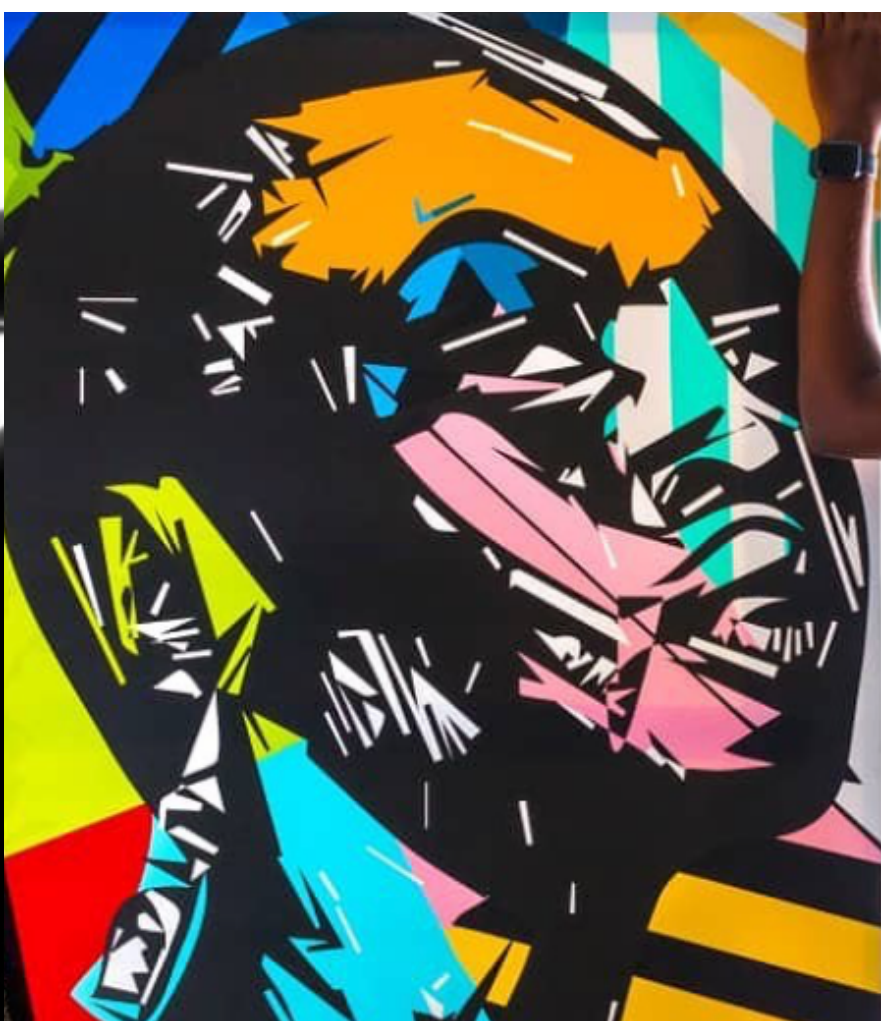
When I first moved back to Nigeria, I found that a lot of creative people did not have the skill sets to structure, position, and commercialize their creativity. Hence, I started off helping people structure their ideas, and create sustainable products/projects that would allow them monetize and build something that made them truly proud. In the process of doing this, I started to help brands find innovative ways to engage with their consumers, and tell their brand stories. Over the years, I have worked with several personal and corporate brands on brand strategy, brand communications, storytelling, campaigns, digital marketing, and experiential marketing. Some of the clients I've worked with include:

Google | TWE Global | Diageo | Union Bank | FSDH | FCMB | Pernod Ricard | Mirus Events | Punuka | Johnny Walker | Guinness | Pepsi Co | Godwin Strings | Denola Grey | Tobi Bakre | Osa Seven | amongst others.

*www.dreamterpreters.com*

**storyteller  
brand developer  
content strategist**





**As a talent manager,  
I've been a part  
of these stories.**

# PHILANTHROPY

*Founder, Socially Africa*

In 2015, I founded Socially Africa (@sociallyafrica) a movement that teaches people to Be Good, Do Good, and Inspire Good. At Socially Africa, our goal is to build a generation of leaders and problem solvers, that transcends entrepreneurship and professional success. We believe that giving doesn't always have to be financial, and that everyone has something to give - Time, Effort, Love, Money, Knowledge. Through personal contributions and crowdfunding, we execute impactful projects that extend beyond donating to people in need. We take time out to be fully involved in the giving process - spending time with the people to whom we are giving.

I started Socially Africa to serve as inspiration to the next generation watching what we do, and how we impact our world, beyond chasing the next job, or working to build a personal life. Over the past few years, we have executed our forerunning initiative, Art For A Cause in 16 schools across Nigeria, impacting over 15,000 kids. We have also hosted multiple food drives, run code classes, and given out thousands of Love boxes. We also work with schools on their service learning and advocacy programs. In 2020, during the COVID 19 Pandemic, together with my tribe @switchonbootcamp, we launched a campaign called #FundTheFlow, to serve women and girls who were unable to afford sanitary pads during this time. We have distributed over 5,000 packs of sanitary pads thus far, with the intent to address period poverty and general menstrual hygiene amongst women in vulnerable communities.





**multipotentialite**



# THIS THING CALLED PURPOSE

*more than a book, this is a lifetime reference*

This Thing Called Purpose is a book that helps people understand the true essence of living with and through purpose. Everything I address in this book are things that I wish were addressed by the books I have read in my lifetime. Most books motivate you to fly and be successful, but they don't tell you that in order to do all of that greatness, you have to first strip the layers you're carrying. This book is designed to help you unlearn some of the things you have allowed into your heart and mind, strip yourself fully of the junk, and then move confidently in your purpose. Purpose is not just about your "Why" - Why am I doing this?", it is also about your "Who" - Who will benefit from this? Purpose will push you to exist in situations and places that you ordinarily wouldn't.

My book is available via @rovingheights, @amazon, @okadabooks, @bambooks, and The Daystar Church Bookstore.

# THE LUMINATION SHOW

*video, podcast series*

Lumination is a weekly video podcast series that explores self awareness, and living life on purpose. On this show I sit down with people whose journey I am intrigued by, and whose stories I believe hold lessons that the world needs to hear about. The discussions center around who they are, why they do what they do, what they've learned along their life's journey, and what legacy they want to leave in this world. I explore these stories touching on topics such as: Identity, Comparison, Embracing uniqueness, Transformational giving, Imposter syndrome, Partnerships & team dynamics, Unlearning, overcoming self doubt, managing perfectionism, Energy conservation, Gratitude, Understanding capacity, etc.

The show has featured guests such as: Sisi Yemmie (Award winning media personality and vlogger), Vector (Award winning Hip Hop Artiste, Songwriter, and Philosopher), Ladi Okuneye (Enneagram Coach, and Entrepreneur), Patrick Koshoni (Founder, Miliki.ng, Hospitality Merchant, and Designer), Akinlabi Akinbulumo (Brand Developer, and Visual Artist), Amin Ameen (Founder, EverythingNaArt), Godwin Tom (Talent Manager), Adenike Oyetunde (Lawyer, and Media Personality), Steve Harris (Coach, and Entrepreneur), Ozoz Sokoh (Founder, Kitchenbutterfly), amongst others.

*[www.theluminationshow.com](http://www.theluminationshow.com)*



**YOUTUBE | APPLE PODCAST | SPOTIFY | CASTBOX | STITCHER | GOOGLE PODCAST | DEEZER | ANCHOR**



LUMINATION

IG LIVE

@adaora.lumina



With: NIKE ADEYEMI  
Speaker, Minister, Coach



Host : Adaora 'Lumina' Mbelu

# Identity: Going Inward

LUMINATION

IG LIVE

@adaora.lumina



With: Ladi and Zeezee Okuneye



Host : Adaora 'Lumina' Mbelu

# Keeping It Together: Grow Closer even in uncertain times

LUMINATION

IG LIVE

@adaora.lumina



With: Akinlabi Akinbulumo  
Dreamterpreter, and Brand Developer



Host : Adaora 'Lumina' Mbelu

# Masters Of The Opposite

LUMINATION

IG LIVE

@adaora.lumina



With: SAMUEL OTIGBA  
Brand Expert, and Super Connector



Host : Adaora 'Lumina' Mbelu

# Building Valuable Connections

LUMINATION

IG LIVE



# Anxious For Nothing

Thursday, March 26th  
5pm WAT  
Instagram Live

Host : Adaora 'Lumina' Mbelu  
With: Promise C Isaac, M.D  
Lead Pastor, @blueprint.church

LUMINATION



With: SEJU MIKE  
Founder, Osengwa



Host : Adaora 'Lumina' Mbelu

# On Diversity, Creativity, and Community

*media*

**Entrepreneur**  
MAGAZINE

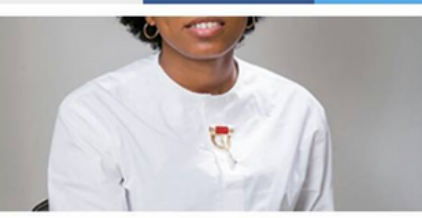
**The  
Guardian**

**BUSINESS DAY**

**PUNCH**



AFRICA  
**11 African Entrepreneurs Who Are Changing the Business Landscape**



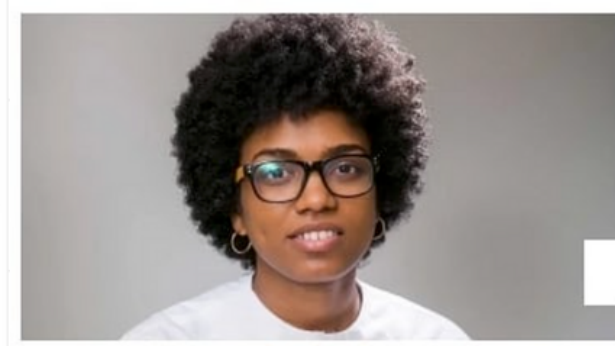
SELF-MASTERY  
**Make 2017 the Year Everything Changes**  
 Clint Evans and Joshua Lee

Image Credit: Mr. Chiekezi Dozie  
 The founder of **A2 Creative**, a thriving brand management company, **Adaora Mbelu-Dania's** track record includes being behind

TRENDING NOW  
 The 9 Things You Need to Let Go of For Success in 2017

Guardian Woman  
**'I've always been interested in helping people become best versions of themselves'**

By Editor | 11 August 2018 | 4:27 am



guardian. **WOMEN'S HUB** BUSINESS DAY

Floral wears for this season

**VOX POP:** Is public breastfeeding appropriate?

Before dating someone, shouldn't you do some findings?

**ADAORA MBELU-DANIA**  
 a compendium of creativity

**CYLC**  
 CONGRESSIONAL YOUTH LEADERSHIP COUNCIL  
 PRESS RELEASE

FOR IMMEDIATE RELEASE:  
 August 15, 2003

MEDIA CONTACT:  
 Brett West 202.777.4192  
 bwest@cylic.org

**LOCAL STUDENT TACKLES GLOBAL CONCERNS**  
*Global Young Leaders Conference Teaches Responsible Leadership*

WASHINGTON, D.C. — Miss Adaora Mbelu recently represented the future of our country at the **Global Young Leaders Conference (GYLC)** from August 3 through August 14, 2003 in Washington, D.C. and New York, N.Y. The GYLC is a challenging leadership development program for high school students from around the world who demonstrate leadership potential and strong scholastic skills. Mbelu was among 350 outstanding scholars to attend the conference, which explored international politics, finance, culture and diplomacy with key world leaders and newsmakers.

"Students like Adaora Mbelu, who participate in the Global Young Leaders Conference, are actively seeking out opportunities to better lead countries around the world," said Mike Lasday, executive director of the Congressional Youth Leadership Council (CYLC), the organization that sponsors GYLC. "In upcoming years, answering the threat of terrorism and global epidemics such as AIDS and SARS as well as building and maintaining coalitions will fall on the shoulders of these young leaders. There is no doubt that learning about today's global concerns from today's leaders will equip these outstanding individuals to ensure a better future for our world."

"We must all commit to working with people of differing cultures," said Dr. Gary Weaver, professor international communication at The American University. "This is part of our new reality. As we step further a further into the 21st Century, you may not always agree with other cultures, but if you expect to be a leader, it is your obligation to understand them."

In addition to a list of fascinating speakers, GYLC explored the centers of world diplomacy and finance, making stops at the U.S. Department of State, the United Nations and various embassies, including Azerbaijan, Hungary, Brazil, Jordan and Vietnam, among others. GYLC culminated in the Global Summit, which took place in the United Nations and assigned roles of world leaders to students during an international crisis simulation.

CYLC is a nonprofit, nonpartisan leadership education organization. Founded in 1985, CYLC has



today's **Wity**

2019 Smart Money woman & Ask Dozie write on managing Money and Health

Special Report Call It What It Is! Fat People Speak On Body Shame

10 Questions for **Adaora Mbelu-Dania**

Corporate Communications Guru and CEO Trellis Group Co

TELL US ABOUT YOUR CHILDHOOD. WHAT DID YOU LIKE TO HAVE PARENTS' FRIENDS?

YOU ARE QUITE AN ACHIEVER. YOU REPRESENTED NIGERIA AT THE GLOBAL LEADERS CONFERENCE IN WASHINGTON DC AT 16, JOINED GROUP AT TV AND WERE CORPORATE COMMUNICATIONS MANAGER AT Q&A AT 21. WOULD YOU ATTRIBUTE THIS PRECOCITY TO YOUR BACKGROUND?

YOU STUDIED ECONOMICS AND ENTREPRENEURSHIP AT NORTHERN KENTUCKY UNIVERSITY. WHAT PROMPTED THE CHOICE?

I did not want to go to college and I was interested in business. I was interested in the idea of entrepreneurship and I was interested in the idea of entrepreneurship. I was interested in the idea of entrepreneurship and I was interested in the idea of entrepreneurship.



GuardianWoman

AWARDS

Nigeria's creative industry is exportable —Adaora Mbelu-Dania

How Uduaghan made up role in 'Oloibiri'

Sony Music releases Seun Kut's Str

“  
 I also understand that I am a dynamic person, and as such I don't have a set way of dressing. I can switch up how I look, depending on what I feel like expressing at that moment in time.  
 ”

You recently made your debut as an actor in a crime series, Truth. How were you able to transition into your

Popular Topics

LEADERSHIP

INSPIRATION

GROWTH STRATEGIES

MARKETING

11 African Entrepreneurs Who Are Changing the Business Landscape

Value Your Gut And Aim High: Zomato Founder Deepinder Goyal's

Adaora Mbelu-Dania, Nigeria.

## *events i've spoken at*

02

UBA HCM Summit | Flourish Africa | Social Media Week Lagos | Cultivarte 2019 | | 2018 Presidential Dinner | Bizfest by Google Business Group | AISL Symposium | Emerge Conference | Joy Congress | Lead Camp by Junior Achievers | Comic Connect Africa | Dream Academy | The Future Enterprise Training | Handle It Africa | The Albert Conversations | Lagos Music Week | Her Network Woman Of The Year Awards | TedX PortHarcourt | Interswitch International Womens Day | Landwey Book Club | Queen Arise Program | The Hurdle Race | Woman Thrive | Niyi Adesanya Mentorship Academy | Audax Code School | New Media Conference | Start Up Kano | Weavers Club | Flourish Masterclass | Lifepointe Church | Light Out at Babcock University | Little Tigers Kick Series | Rotaract Club.







*subject matter I speak on...*

**identity**  
**purpose**  
**productivity**  
**storytelling**  
**brand strategy**  
**self improvement**  
**project execution**  
**talent management**  
**leaping out of limbo**  
**trusting your journey**  
**rekindle your passion**  
**handling multi potentiality**  
**embracing your uniqueness**

**testimonials**





I reached out to Adaora Mbelu to speak on a panel at a symposium on Global Competencies needed by students to be prepared for the challenges of the 21st Century. At this event hosted by the American International School of Lagos, Adaora served to provide a unique perspective as she spoke on how we best prepare students for a future that's unknowable, what a 21st century definition of success is, and making an impact with whatever endeavour anyone chooses to pursue. She speaks with authenticity and clarity, and her dynamic personal and professional experience enables her to connect with her audience, irrespective of age, nationality, and professional experience. Impact, connection, relatability, and authenticity, is what comes across when Adaora speaks or delivers a presentation of any kind.

**Karishma Chugani**

Director, Alumni Relations & Communications  
American International School of Lagos



I've known Adaora for about 3 years now, and meeting her has been one of the best things that has happened to me personally, and professionally. She is a master in the art of helping you identify your vision, and corporate identity as well as building a personal and business brand. She is an absolute breath of fresh air in this part of the world, and I would gladly recommend her to individuals and corporate organizations wishing to make global impact.

Adaora is such a fantastic storyteller, articulate in her delivery and precise. She gets you to a place where you want to be more and do more.

**Kunmi Ariyo**  
Founder, Mirus Events

You are really inspiring, and I would really like to grow up to do something close to what you have done just once, to try and help people with their problems and give them gifts too. Hearing people do such things, and thinking about myself aiming to try new things that could help others, makes me feel very excited and proud to be a part of this growth.

- Vaish, Grade 7

American International School, Lagos

For a long time I've wanted to do something for the world, for the better. When I think about what I want to major in, I think to myself "I have no idea, I only enjoy service. I know that I want to do something that will have an effect on different people." The opportunity I've got to meet such amazing people while we are young, shows me that I can do it. The founder of Socially Africa, has proven to me that you can have a day job, and also have a dream. Projects, creations, ideas, all of which have done something and have impacted people.

- Nour, Grade 7

**contact**



# HOW TO BOOK

Your name

Your business

Location

Event date

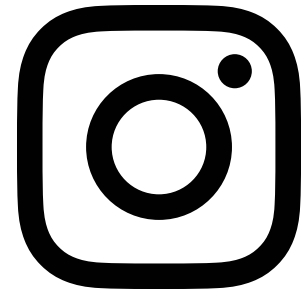
Proposed topic

Audience demographic

Length of presentation

**Email: [me@adaorambelu.com](mailto:me@adaorambelu.com)**

# FIND ME ON SOCIAL



@adaora.lumina



Adaora Mbelu



[www.adaorambelu.com](http://www.adaorambelu.com)



**thank you!**