



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.

- *Aaora Lumin Mbela*

BIO

Adaora Mbelu is a Bright Light, Dreaminterpreter, and Purpose Driver. She is the founder of Lumination Global Network, an organization on a mission to empower individuals and organizations to live a life of purpose. She is also the author of "This Thing Called Purpose", a book that helps people understand the true essence of living with and through purpose.

As a brand developer, 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 content manager 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. Prior to moving to Nigeria, she was a Credit Analyst at Citigroup USA, where she received awards for organizational efficiency and team spirit.

In 2017, she was mentioned in Entrepreneur Magazine's "11 Africans that are changing the business landscape in Africa." Adaora is a recipient of the Royal Leadership Award by His Imperial Majesty, Oba Enitan Adeyeye Ogunwusi (Ooni of Ife). She is a Future Awards Africa Nominee for "Entrepreneur Of The Year" and "Prize For Media Enterprise" category. In 2019, she was awarded "Most Inspiring Woman" at the Her Network Woman of the Year Awards. Adaora has been featured among Nigeria's Under 40 CEO's, and Top 30 Under 30.

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 a member of 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.

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 gives back to the community 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. She loves to teach and share experiences via her community. She is a Visual artist, Designer, Poet, Rapper, and also recently co-produced and acted in "Truth" an award winning TV series on the Africa Magic Channel.



www.adaorambelu.com

**mission
profession
philanthropy**

MISSION

Founder, Lumination Global Network

Lumination Global Network is a network of Bright lights committed to living a purpose driven life, while positively impacting others. These individuals span across various industries and sectors in which they are lending their gifts to build humanity, and contribute positively to the world.

We believe that when you know the purpose of your life, you tend to live a more meaningful existence than those who don't. You live each day to the fullest, because you know who you are, and what you're meant to contribute to this world.

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, products, and live events. Over the past few years, we have built a network of over 60,000+ people who are committed to our Lumination Tribe. We also create and distribute content via The Lumination Show, The Lumination Podcast, Lumination Live, and our teen platform Lumination Z.

www.luminaworld.com

LUMINATION 



PROFESSION

Co founder, Dreamterpreters Inc

I started my business to solve a problem that I identified in the creative sector. 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



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



With: NIKE ADEYEMI
Speaker, Minister, Coach



Host : Adaora 'Lumina' Mbelu

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Identity: Going Inward



With: Ladi and Zeezee Okuneye



Host : Adaora 'Lumina' Mbelu

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Keeping It Together: Grow Closer even in uncertain times



With: Akinlabi Akinbulumo
Dream Interpreter, and Brand Developer



Host : Adaora 'Lumina' Mbelu

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Masters Of The Opposite



With: SAMUEL OTIGBA
Brand Expert, and Super Connector



Host : Adaora 'Lumina' Mbelu

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Building Valuable Connections



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

LUMINATION
IG LIVE

Anxious For Nothing

Thursday, March 26th
5pm WAT
Instagram Live



With: SEJU MIKE
Founder, Osengwa



Host : Adaora 'Lumina' Mbelu

LUMINATION

On Diversity, Creativity, and Community

media

Entrepreneur[®]
MAGAZINE

The
Guardian

>BUSINESS DAY

PUNCH



AFRICA

11 African Entrepreneurs Who Are Changing the Business Landscape



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

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August 15, 2003

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

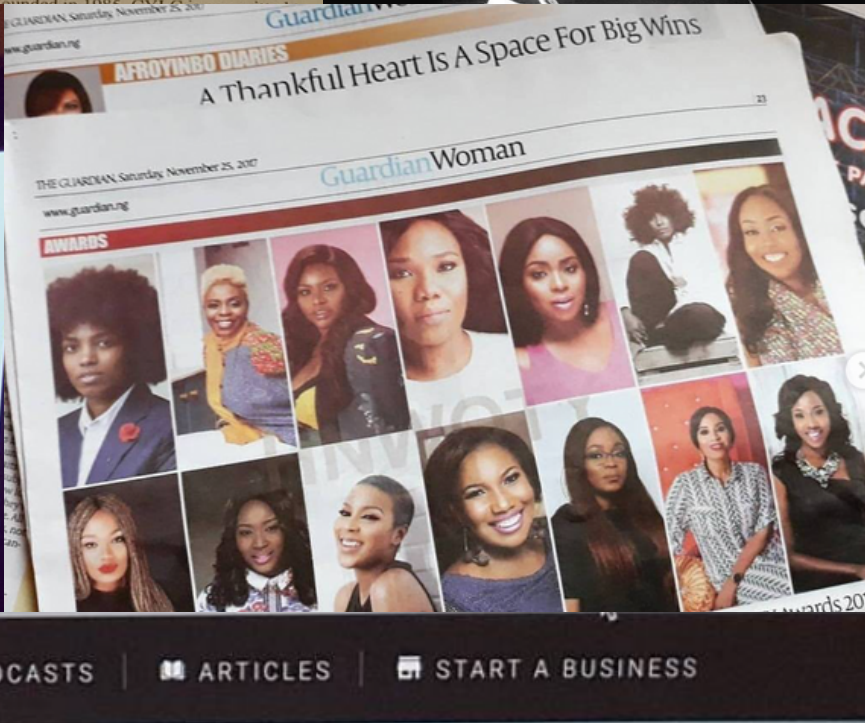
WASHINGTON, D.C. — Miss Adaora Mbelu recently represented the future of our country at the **Global Young Leaders Conference (GYLC)** from August 3 through August 14, 2003 in Washington, D.C. and New York, N.Y. The GYLC is a challenging leadership development program for high school students from around 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 of international communication at The American University**. “This is part of our new reality. As we step further and 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 is a



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

Adaora Mbelu-Dania is a half-caste from a Nigerian father while her mother hails from the U.S. She was among the first to start her own business, and she is now a successful entrepreneur. She is the founder of A2 Creative, a thriving brand management company. She is also a successful actress, having starred in several films. She is a role model for many young women in Nigeria and the diaspora.

SHOWBIZ TODAY

How Uduaghan made up role in 'Oloibiri'

Uduaghan made up the role of a soldier in the movie 'Oloibiri'. He was inspired by the movie 'The Godfather' and wanted to create a character that was both powerful and vulnerable. He worked closely with the director to bring the character to life.

Sony Music releases Seun Kuti'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

Entrepreneur

VIDEO | PODCASTS | ARTICLES | START A BUSINESS

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

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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

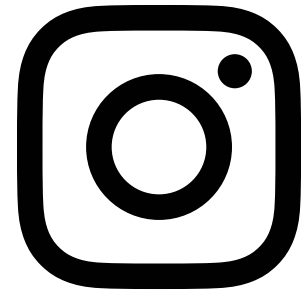
Proposed topic

Audience demographic

Length of presentation

Email: luminaspeaks@gmail.com

FIND ME ON SOCIAL

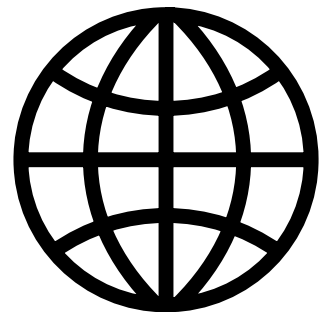


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Adaora Mbelu



www.adaorambelu.com

www.luminaworld.com



thank you!