



Speaker Deck

ADAORA "LUMINA" MBELU

**Bright Light
Purpose Driver
Dreamterpreter**



PURPOSE

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

I am driven by a vision to empower creators and cultivate a thriving creative ecosystem on the African continent. I believe that Africa is home to an abundance of untapped talent, waiting to be discovered and nurtured. Through my mission work, I aim to unlock this potential and provide opportunities for creators to flourish.

Over the past 15 years, I have built skills in Ideation, Brand Strategy, Storytelling, Creative Strategy, Content & Media, Entrepreneurship, and Project execution. I'm a creative person who is also analytical, and understands structure. Hence, I'm able to not only ideate, but also bring ideas to life.

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 Zuzina Mbela

BIO

Adaora Mbelu is a Bright Light who is passionate about purpose, storytelling, and influence for impact. She is a co-founder at Lumination, an Afrocentric Transformational Learning Company on a mission to empower individuals and organisations to take decisive action to get their best self and best work into the world. She is also a brand strategist & Chief Storyteller who is passionate about helping individuals & organisations own and tell their stories, she has worked on projects with multinational brands including Google, Guinness, Johnny Walker, Microsoft, Hennessy, Pepsi Co, Zipline, Fenty, Adidas, amongst others. She has also been a talent manager for Osa Seven, Tobi Bakre, Godwin Strings, Denola Grey, amongst others.

Her professional background spans across various industries - Adaora has served 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 licence 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 organisational 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. In 2020, Adaora was named one of the 100 Most Influential People of African Descent in support of the United Nations International Decade for People of African Descent.

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. She also teaches and shares transformational content via her social media community.

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 multi-potentialite who holds the belief that we can do 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.'

LUMINATION

LUMINATION 

SWITCH  ON
AT WORK

 S/A
SWITCH-ON
ACADEMY


CLUB

www.luminationglobal.com



PROFESSION

Brand Strategist + Chief Storyteller

Professionally, I'm a Brand Strategist & Storyteller. I have worked with individuals and multinationals on various projects. Some brands I've worked with include: Google, Johnny Walker, Guinness, FSDH, TWE Global, Fenty, CWG, Sam Adeyemi, Osa Seven, Kemi Adetiba Visuals, Tobi Bakre and more.

I absolutely love creative projects, and I've worked in the capacity of producer, co-producer, project manager, content creator on TV shows such as Nigerian Idol, Nigeria's Got Talent, X Factor, Truth Series, Big Brother Eviction Vodcast, and more.

storyteller
brand developer
content strategist

BRANDS I'VE WORKED WITH:

Here are some of the brands I've worked with...

Google

TWE Global

Diageo

Johnny Walker

Guinness

FSDH

Pernod Ricard

Adidas

Hyde Energy

Mirus Events

Bolt

Nigerian Breweries

CWG

Multichoice

Namaste Wahala

Fenty Beauty

Armada

Anadariya

Allied Trust

Heineken

Eventful Nigeria Limited

Rogers Group

Treepz

Global Citizens

Access Bank

Casava

Punuka Attorneys

Pepsi Co

Accelerate TV

Tobi Bakre

Sam Adeyemi

Mfon Ekpo

Olori Atuwatse III

Oby Ezekwesili

Osa Seven

Kemi Adetiba

Denola Grey

Akin Ademosu

Hamisha Daryani Ahuja

PROFESSION

Talent Manager

As a talent manager, I am passionate about helping people reach their full potential and achieve their dreams. I have worked with talented individuals from a wide range of industries, including music, art, fashion, lifestyle, and business. My approach to talent management is centred around developing personal relationships with my clients and helping them build their careers by creating opportunities, providing guidance, and offering support every step of the way. I'm their biggest cheerleader as they pursue their passions and achieve their dreams.

**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 (link to @sociallyafrica) a movement that teaches people to Be Good, Do Good, and Inspire Good. 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 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, 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 10,000 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.

SWITCH ON WITH ADAORA

video, podcast series

Switch On with Adaora is a 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.



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

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With: Ladi and Zeezee Okuneye



Host : Adaora 'Lumina' Mbelu

Keeping It Together: Grow Closer even in uncertain times

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With: Akinlabi Akinbulumo
Dreamterpreter, and Brand Developer



Host : Adaora 'Lumina' Mbelu

Masters Of The Opposite

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With: SAMUEL OTIGBA
Brand Expert, and Super Connector



Host : Adaora 'Lumina' Mbelu

Building Valuable Connections

LUMINATION

IG LIVE



Host : Adaora 'Lumina' Mbelu

With: Promise C Isaac, M.D
Lead Pastor, @blueprint.church

Anxious For Nothing

Thursday, March 26th
5pm WAT
Instagram Live

LUMINATION



With: SEJU MIKE
Founder, Osengwa



Host : Adaora 'Lumina' Mbelu

On Diversity, Creativity, and Community

media I've featured in:

Entrepreneur
MAGAZINE

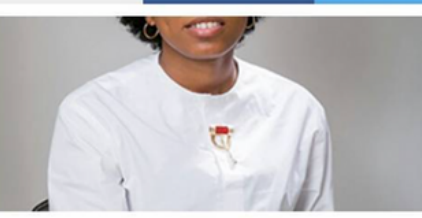
**The
Guardian**

BUSINESS DAY

PUNCH



11 African Entrepreneurs Who Are Changing the Business Landscape



Make 2017 the Year Everything Changes

SELF-MASTERY

Clint Evans and Joshua Lee

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

'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

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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 has



today's **Wity**

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

Special Report Call it What it is! Fat People Spec On Body Shame

10 Questions for **Adaora Mbelu-Dania**

Corporate Communications Guru and CEO Trellis Group Co

TELL US ABOUT YOUR CHILDHOOD. WHAT WERE 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 23, YOU ATTRIBUTED THIS PRECOCITY TO YOUR BACKGROUND?

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



GuardianWoman

AWARDS

A Thankful Heart Is A Space For Big Wins

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

How Uduaghan mad 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

Entrepreneur

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 a while 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

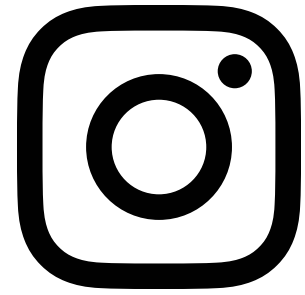
Proposed topic

Audience demographic

Length of presentation

Email: me@adaorambelu.com

FIND ME ON SOCIAL



@adaora.lumina



Adaora Mbelu



www.adaorambelu.com



thank you!