

SuccessDigest[®]

VOL. 28 NO. 21 - April 1 - 30 2025



Since 1995

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5 Costly Mistakes that could kill your Business in an instant according to a Seasoned Lawyer - Pg 23



This elusive trait guarantees Success in Life - Pg 14

How to join the big Players in any industry- Pg 19

HOW TO GET RICH SELLING YOUR BRAIN

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Vol. 28 No. 21 April 1 - April 30, 2025

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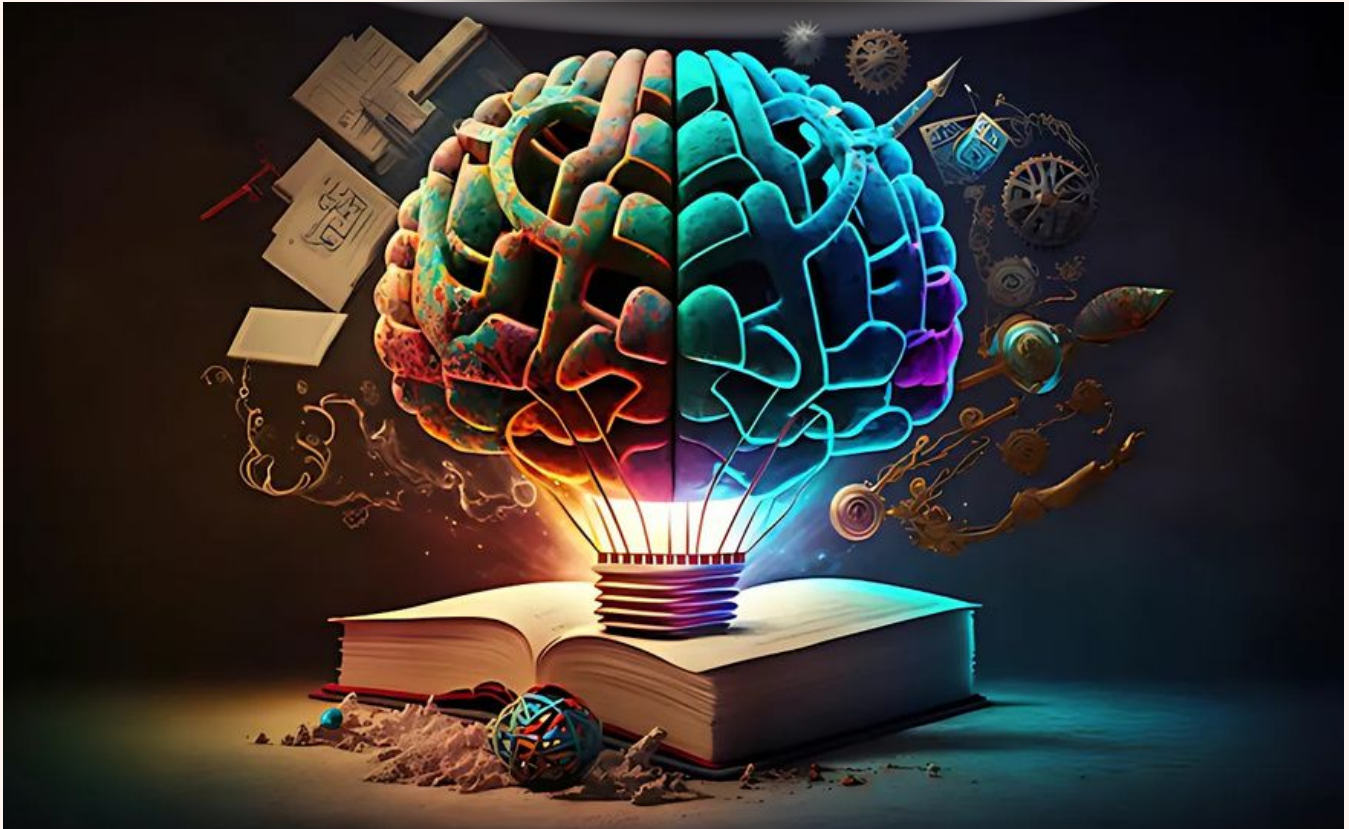
SuccessDigest®

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Emmanuel Sunny-Ojeagbase's



Wealth Library



How To Sell Your Knowledge For Profit (1)

Without looking into a crystal ball, I know what attracted you to this article.

It's the bold promise: **how to sell your knowledge for profit.**

I agree, you've always read my column.

But when you dig deep down, the thought that you will discover the secret of how to sell your knowledge for profit is a strong motivator to read this article.

Trust me, I will not disappoint you. I'll not only show you how to accomplish that goal, I will fulfill that promise in such a way that you'll be totally satisfied!

But be warned: the secret does not consist of a few sentences.

You will have to patiently follow me as I walk you through the process of converting what you know into a hard cash in your bank account.

The knowledge is the third critical step in my proprietary **3-step Secret System That Pumps Money into Your Bank Account like an Invisible Paymaster.**

The other steps, which we already covered, are Learn It and Do It.

Are you ready to commit yourself to learning the secret?

If yes, then hop into the train, you and I are going on a long but fascinating trip of discovery.





... trying to earn money from something you don't know how it works or something you've never done to see whether it works, won't earn you money with peace of mind

Let me assure you, you'll enjoy the ride.

If you've been paying attention to me all along, you should realize by now that trying to earn money from something you don't know how it works or something you've never done to see whether it works, won't earn you money with peace of mind.

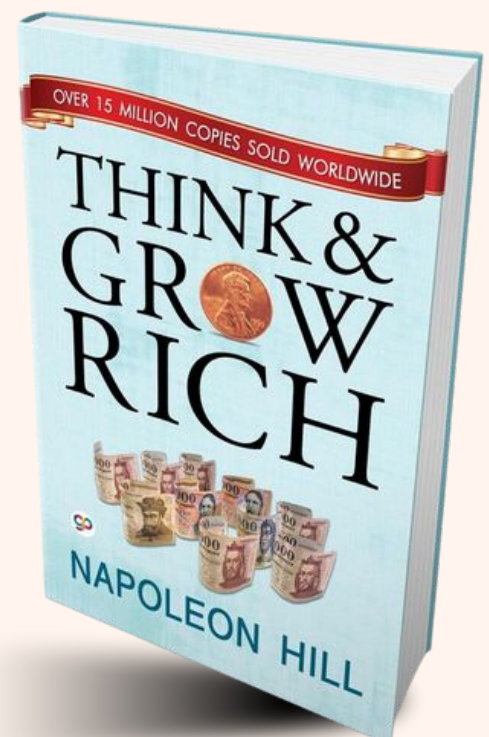
Unfortunately, there are too many folks out there trying to break this rule in their quest to achieve lasting financial success.

Without exception, they end up failing miserably.

Guess what?

I also paid a heavy price before I discovered this secret.

My own story is where your education should start.



After I read, **Think and Grow Rich** (Attach this link: <https://amzn.to/3CH12NY>) by Napoleon Hill, it got me fired up to become an entrepreneur

The only barrier I thought I had to getting started was Capital.



Once I had a sound idea and the seed capital to take the idea to the marketplace, I would start swimming in money or so I thought until events afterwards proved me wrong.

Getting a sound idea was not that difficult for me.

As a widely traveled sports reporter, I had the privilege of knowing that Sports publications were being offered as a stand-alone product in all the countries I had been to.

So I knew that if I had the answer to the question, "Why don't we have a sports paper or magazine in Nigeria?" it would lead me to a Sound idea.

And it did!

Although it was a struggle to raise seed capital which I eventually got it, what followed was seven solid years of hard labour in the University of Hard Knocks as I call it and I was yet to discover the River flowing with money to swim in.

Have all the money Rivers suddenly dried up?

No, they didn't.

They are still flowing with money 24/7, non-stop.

But only those who have the specified swimming trunks are allowed to dip into them.

That specified swimming trunk is what I codified as **SELL IT!**

With bankruptcy starring me in the face after seven years of knocking my head against the wall in an attempt to convert my knowledge into raw cash, I was forced to look for a solution outside of what I had been doing consistently over the years.



... I discovered for the very first time, how vital marketing knowledge is to any business.

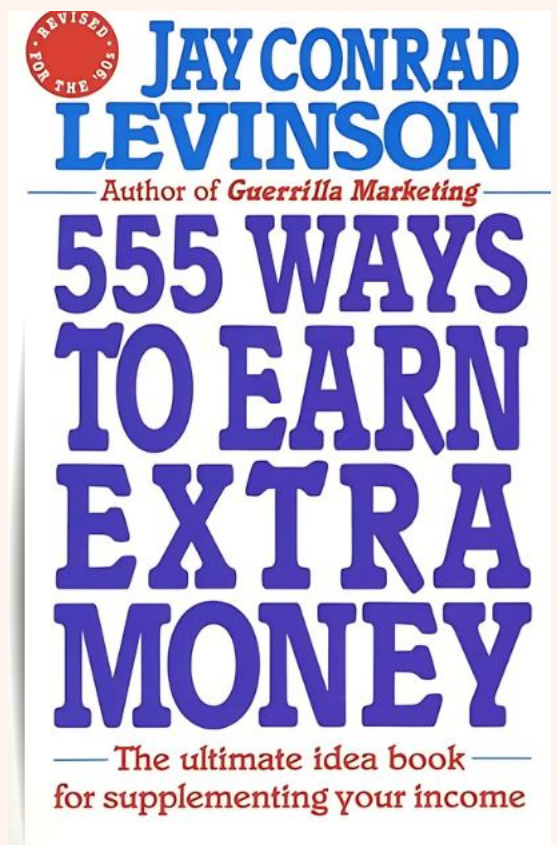
Without that knowledge, anyone who claims to be in business is fooling himself



There must be a solution, I said to myself and I had to find it.

The desperate search for a solution led me to the breakthrough secret.

Not surprisingly, I unearthed the secret in another book.



It was written by Jay Conrad Levinson.

The title of the book is, **555 Ways to Earn Extra Money**.

In this book, the author describes different ways anyone can earn extra income.

It was in this book that I came across *Entrepreneurs* magazine.

And it was from *Entrepreneurs* magazine that I discovered for the very first time, how vital marketing knowledge is to any business.

Without that knowledge, anyone who claims to be in business is fooling himself.

That is the blunt truth!

Over the next Seven years, I concentrated roughly 80% of my study time to learning everything I could about marketing.

I consider my acquisition of this knowledge to be one of the smartest things I ever did in my entire life.

And there is no exaggeration in that assertion.

That was my own story.

Now let me tell you the stories of two people who are very close to me.

Don't worry about their names, it's not important.

The first one is prodigiously talented. So talented is this guy that I sometimes think he has a photographic brain.

It amazes me how fast he can learn complex things that have to do with bolts and nuts and things that are generally technical.

With such a talent, he ought to be swimming in money, right?

Not if he doesn't know how to sell that knowledge. And this guy doesn't.

What the other guy has going for him, apart from his talent at doing uncanny things, is a stubborn determination to succeed, age notwithstanding.

He's so determined that he doesn't believe there is any mountain he cannot climb.

To tell you how determined this guy is, there was an information product that took him more than six months to put together.

You need to see him when he was working on the product.

Whatever he was told was required to make his dream of creating the product a reality, he bought them; he did not spare money or effort.

The product is now ready and what a great product it is!

Ideally, this guy should be swimming in money by now. Yes?

Well, no. Not yet.

Just like the first guy, he had not acquired the swimming trunk for jumping into the money river.



Remember, no one is ever permitted to swim in that river without the right trunks.

It doesn't matter who you are and how talented you are. What is the point of these stories?

It is to make it abundantly clear to you that there are no short cuts to marketing knowledge - the Sell It aspect of my simple system.

Do what you like; you can even cry if you like, you will still not have money flowing into your bank account without this knowledge.

That is the painful truth. It may be bitter. But there is no way to sweeten it, you must either acquire this knowledge yourself or have someone who knows it playing in your team.

Otherwise you'll be licked by the Competition - hands down!

Okay, let's stop here for now.

When we return next month, we shall start to lay the foundation for how you can successfully turn your knowledge into raw cash in the bank.

Believe me, you'll cherish this knowledge so, don't miss the class!

Would You Copy The Blueprint of **Success** from a Man Who:



- Pioneered the Sports Publishing Industry in Nigeria and published **Complete Sports**, Nigeria's best Selling Sports Daily Newspaper.
- Kick started the Entrepreneurial Revolution in Nigeria with **SuccessDigest**.
- His students have gone on to collectively generate **₦150 billion** from their various Business Ventures.
- He is widely regarded as the Father of Entrepreneurship and Internet Marketing in Nigeria.

If your answer is YES,

Click the button below to learn more about Pst. (Dr.) Emmanuel Sunny Ojeagbase and claim a copy of his Wealth Builder's Library.

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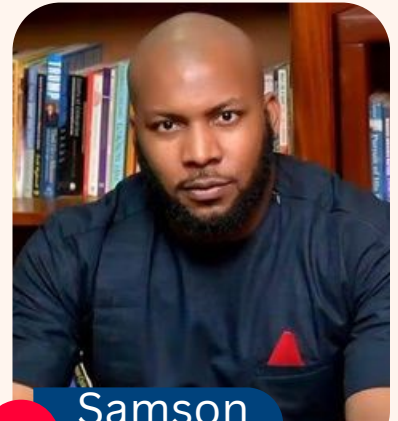
Unlocking the **PEOPLE CODE**

Tips To Building Mutually Beneficial Relationships

This Personality Trait Predicts Future Success

There are certain individuals you meet and can tell right away they have a bright future ahead of them.

This intangible trait has been referred to as The X factor is rare and people who have it stand out like a polar bear in the Sahara Desert.



Samson
OJEAGBASE

I met such a person not long ago.

Let's call him Ayo.

Ayo is not the most educated guy around.



Ayo

His command of English is not the best and his job as security personnel is neither the most prestigious nor the best paying job.

But what Ayo has is enthusiasm.

You notice this 'spark' from the moment he opens the door for you.



He welcomes you with so much warmth; you will find yourself asking if you have met each other before.

He is respectful and always willing to help even though it is not part of his job.

He is a curious fellow and you can see the eagerness to learn.

On my way out, I gave him a tip for a job well done and to my surprise, he refused saying he is just doing his job!

Now compare this to others who harass you with 'Anything for the weekend' while doing the barest minimum or even less in some cases.

Due to the project I was working on, I had to return to the office complex on a number of occasions.

Ayo always showed the same level of Enthusiasm.

So it was not a surprised when I visited months later and was informed that Ayo had gotten another job.

Enthusiasm is one of life's great gifts and those who have it always have the World at their fingertips.

Enthusiasm cannot be hidden and reveals itself in how we talk, walk, think, dress and do our work.

It is interesting to note that you can give a group of equally qualified individuals the same task and when the results come in, you can always tell who performed their task with enthusiasm.



This person will usually get higher grades and therefore bigger rewards.

People with high levels of enthusiasm easily win friends, influence others (which make them natural leaders) and get the best out of life.

They are also great team members to work with.

As you can see, it is a cheat code for success.

If you are not naturally an enthusiast person, here are a few tips that can spark up your X factor:

Adopt an active lifestyle:

Enthusiasm cannot bubble out of a sedentary lifestyle.

You would be surprised what a regular exercise regimen can do for your energy level.

A higher energy level means you can get more done with vigor and creativity.

Know what you want from life:

Knowing your destination will guide your actions and decisions.

Ayo knew he was destined for more but due to circumstances beyond his current control, he had to work as a security personnel.

This is why he was able to approach his current job with enthusiasm.

Remember, how you do one thing is how you do everything else.

If you are not naturally an enthusiast person, here are a few tips that can spark up your X factor:

Gratitude:

Even though you are not where you want to be, be grateful for where you currently are while working towards your goal.

Be willing to Help others:

Being of service to others will open doors of opportunity for you.

Making use of these 4 tips will open many doors of opportunities and success for you.

The gospel of **MONEY**



Will You Take My Offer?

Dear Reader, I have a money making offer for you.

The work schedule is Three months a year (October to January).

All this job requires of you is to catch King Crabs.

King Crabs are a priced delicacy that cost as high as \$50/pound.

And at the end of the Three months adventure, you might be walking home with \$105,000!

Oh!

Before I forget, there are a few things you should know about this job.

You can only find this particular type of King Crabs in the Bering Sea.

The Bering Sea (which is located close to the Arctic Circle) is an intense body of water.



The sea is rough with rouge waves that can knock you off the deck and in some cases capsize your Fishing Trawler.

If for any reason you fall into the waters of the Bering Sea, the water is so cold; you have just 90 seconds to get out of the water unless hypothermia (A condition caused by extreme cold) sets in and then death.

What happens if your Fishing Trawler capsizes and you manage to get on a life boat?


The Bering Sea is an isolated sea bordered by equally isolated Siberia and Alaska which means rescue is not guaranteed.

What if your Fishing Trawler does not capsize?

There is a high risk of heavy equipment on the deck of the trawler causing grievous injuries meaning limbs might be lost if an accident occurs.

And if nothing goes wrong, there is a probability that you might end up not catching any Crabs meaning you would have to make do with peanuts or even run at a loss!

So what do you think about my offer, Dear Reader?

 **You need to carefully evaluate the Pros and Cons of an opportunity before you invest in it**

Most people would not say no to \$105,000 but only a handful of people will take up this offer.

I used the example of King Crab fishing to illustrate an important point about risk and reward.

The most lucrative opportunities always come with a higher level of risk.

A farmer planting Cocoa will need to invest more Money and effort plus a healthy dose of patience before he can start to enjoy the fruits of his investment.

The Cocoa plantation will continue to pay him for years to come.

Another lesson here is you need to carefully evaluate the Pros and Cons of an opportunity before you invest in it.

Some opportunities are not worth the stress.

Have a great month ahead.



Legal MATTER



**Oluwatomi
VINCENT**

Oluwatomi Vincent LLB (Ife) teaches Law, Taxation & Policy; Media Law and Professional Ethics respectively at the School of Media and Communications, Pan-Atlantic University. He obtained his LLB from University of Ife and LLM from University of Lagos.

He was enrolled at the Supreme Court of Nigeria upon his admission to the Nigerian Bar. He is also a Notary Public of the Supreme Court of Nigeria. He is an Associate Member of the Nigerian Institute of Management and the Chartered Institute of Taxation Nigeria.

The Role of Law in Entrepreneurial Success:

Key Insights for Business Growth (Part 1)

Entrepreneurship thrives on innovation, risk-taking, and opportunity but without the right legal framework, even the best business ideas can crumble.

Law plays a crucial role in shaping the business environment, protecting entrepreneurs, ensuring fair competition, and providing a roadmap for sustainable success.



In part 1 of this series, I will highlight 5 key ways Law impacts entrepreneurial success, using both local and global examples.

1. Business Registration and Legal Identity: The First Step to Credibility

For an entrepreneur, registering a business is the first step toward legitimacy. A legally recognized business enjoys better access to funding, partnerships, and protection.

Local Example: When Paystack started in Nigeria, it registered as a corporate entity (Paystack Payments Limited). This gave it credibility and eventually led to its \$200 million acquisition by Stripe.

Foreign Example: Amazon started as a registered business in 1994 and that legal identity gave Jeff Bezos access to investors who trusted the legitimacy of the company.

Takeaway: Register your business early—whether as a sole proprietorship, partnership, or limited liability Company—to enjoy legal protection and growth opportunities.

2. Intellectual Property (IP) Protection: Securing Your Ideas

An Entrepreneur pours money, blood and sweat into creating an innovative products, brands, or content, but without proper legal protection, others can steal or replicate them.

Intellectual property (IP) laws protect business ideas, inventions, and brand identity.

Local Example: Dangote Cement owns trademarks that prevent competitors from using its brand name and logo, ensuring brand exclusivity.

Foreign Example: Apple aggressively protects its patents, stopping companies from copying iPhone technology.

Takeaway: Protect your business ideas, logos, and unique products by registering patents, trademarks, and copyrights.

3. Contracts and Agreements: Protecting Business Deals

Verbal agreements can lead to business disputes. Having properly drafted contracts ensures that obligations are clear and legally enforceable.

Local Example: A Nigerian entrepreneur lost a multimillion-naira deal because he had only a handshake agreement with a foreign investor who later backed out. If he had a written contract, he could have sued for damages.

Foreign Example: Tesla signs watertight supply agreements with battery manufacturers, ensuring uninterrupted production.

Takeaway: Always have written contracts for business partnerships, employment, service agreements, and supplier relationships.

4. Access to Funding and Investor Confidence

Investors and banks prefer businesses that follow legal standards. Proper company registration, tax compliance, and audited financial statements increase your chances of securing funding.

Local Example: Flutterwave raised over \$250 million in investment because it had a legally compliant structure.

Foreign Example: Facebook attracted early investors like Peter Thiel because it had a structured legal entity.

Takeaway: Ensure your business has a solid legal structure to attract investors and secure funding.

5. Regulatory Compliance: Avoiding Fines and Shutdowns

Governments set regulations to ensure fair business practices. Non-compliance can lead to fines, lawsuits, or even business closure.

Local Example: In 2021, the Nigerian government banned Cryptocurrency trading, affecting startups like Binance Nigeria that were not fully compliant with regulatory laws.

Foreign Example: Uber faced lawsuits in various countries for failing to comply with labour laws regarding driver benefits.

Takeaway: Stay informed about industry regulations and ensure your business is legally compliant.

Failure to pay attention to any of the points we covered in this article can spell doom for your business.

In part 2 of this article (which will be published in next month's edition of **SuccessDigest**), we will cover more crucial legal insights to ensure the success of your business.

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Indeed, good health is the most important aspect of life. Without it, it is difficult to achieve and enjoy success in other areas including career, business, relationships and family. Even if you make all the money in the world, without good health to enjoy it, it becomes valueless. This is why this page, Living Healthy is created to share with you medical research reports and information to help you take control of your health. Keep reading!

Chioma's Story, Your Story

Let me tell you about Chioma. She is a twenty-two-year-old, high-flying 400L student at the University of Nigeria, Nsukka, studying Mass Communication. She is studying hard for her final exams, working her content creation side hustle online,



**Elizabeth
Pam**

Elizabeth Pam is a trained Psychologist with a passion for helping people navigate the complexities of everyday life. With a focus on Mindfulness-based cognitive behavioural therapy she supports individuals in finding balance amidst chaos.

Her work focuses on making mental health tools simple, relatable, and accessible, especially for young people and busy professionals. She believes healing begins with self-awareness and small, consistent steps.

Through writing and community engagement, she is committed to creating safe spaces where people feel seen, heard, and supported.



while also selling soup bowls on campus. She takes care of her younger siblings and helps her mother to promote her shoe business online.

Chioma is always tired, always has a headache, skips meals, and barely gets any sleep due to her busy schedule. If you asked Chioma today, "Are you happy?" she would struggle to give you an honest answer.



What would you say about Chioma's mental health?

Chioma's story is not unique to a lot of people in Nigeria today, young and old.

Due to the state of inflation and economic hardship that has plagued the nation, many people are overworked, undernourished, and under-rested. This has a significant impact on their well-being.

But most times, we are not even able to take a breath, pause, and recover. We're always on the go, looking for the next opportunity.

This article is not here to tell you that this is a bad thing, or that you should not proactively work towards making your life better, because you should.

This article is here to support you while you work towards a better future. This article is here to give you some tips and resources that will help you navigate the day-to-day challenges and help you find a little bit of balance in this chaotic life that we live.

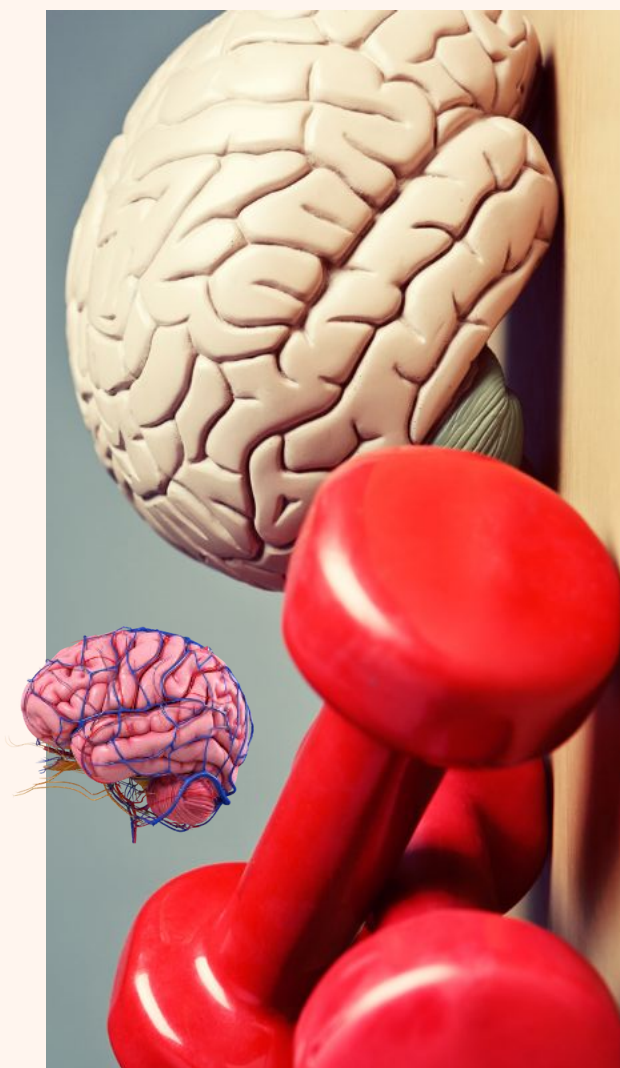
So, how do you take care of your mental health in the middle of all this hustle?

The truth is most of us were never taught how to care for our minds.

We're used to pushing through, tired, hungry, overwhelmed because we think rest is a reward we earn after everything else is done.

But if you wait for the perfect time to rest or take care of yourself, that time may never come.

You must be intentional about it. You must make room for it, even if it's just in small ways.



Here are a few tips that might help you start caring for your mental well-being, even in the middle of life's chaos:

1. Check in with yourself regularly

You ask people how they are doing, but when was the last time you asked yourself that question and answered honestly? You don't need a fancy journal or therapist to start.

Just pause occasionally and ask, "How do I feel right now?" Tired? Anxious? Drained? Excited? Acknowledging your feelings is the first step to understanding them.

2. Don't underestimate the power of rest

Rest doesn't always mean sleep although you need that too. Rest can be sitting quietly for 10 minutes without your phone. It can be taking a walk around your estate.

It can be saying "No" to something that drains your energy. You're allowed to take a break without feeling guilty. You're human, not a machine.

3. Feed your body well

Yes, we know food is expensive. For some, skipping meals might even be unavoidable. But if it is within your control and you can, try your best to eat balanced meals. Eat foods that have high vegetable or fibre content like soups (Efo, Afang, Egusi, etc.) Eat seasonal fruits, as they will be cheaper to purchase.

Like currently, it is cashew, mango, and agbalumo season. Take advantage of that and increase your fruit consumption. It is good for your gut health and ultimately, your brain will function well when it gets the right kind of fuel.

4. Talk to someone

You don't always have to carry everything alone. Whether it's a friend, a sibling, a lecturer you trust, or a professional, talking helps. Sometimes just saying things out loud gives you clarity and relief. You'd be surprised how much better you feel after sharing what's on your mind.

5. Celebrate your little wins

Life can feel like a long list of things you haven't achieved yet. But don't forget to acknowledge how far you've come. You woke up, you showed up, you tried. That's something. That's strength.

Don't wait for big accomplishments to feel proud of yourself. Celebrate the small victories too.



You're not weak for feeling overwhelmed. You're just human.

Chioma's story may sound familiar to you because, in one way or another, we're all like her, trying to do the most with very little, trying to make something out of our lives in a system that makes it harder every day.

And yes, you should keep going, keep dreaming, keep hustling. But please, don't lose yourself in the process.

Your mind is not a machine. It's the engine of everything you do. Take care of it.

And if all you can do today is breathe deeply, eat a decent meal, and get a few hours of sleep, that's enough. You're doing your best and your best is good enough.

You Deserve to Be Well

At the end of the day, no matter how ambitious, talented, or hardworking you are, none of it will matter if you burn out. You deserve peace of mind, not just a successful career. You deserve to rest, not just hustle. You deserve joy, not just survival.

So be kind to yourself. Take a breath. Slow down when you need to. Life is not a sprint, it's a marathon. Pace yourself.

And remember, your mental health is not a luxury. It's a necessity. Prioritize it, protect it, and nurture it, just like you would with any other important goal in your life.



You've got this.

Helpful Resources You Can Start With

Here are some low-cost or free resources that can support your mental well-being:

Mental Health Helplines in Nigeria

- Mentally Aware Nigeria Initiative (MANI): Call/Text 08091116264
- She Writes Woman Helpline: 0800 800 2000

Free Apps for Mental Health

- **Insight Timer** – Guided meditations and calming music
- **Moodpath** – Mental health check-ins and journaling
- **Shine** – Daily self-care reminders and affirmations

YouTube Channels for Mental Wellness

- *Therapy in a Nutshell* – Simple mental health tools
- *The Mindful Movement* – Mindfulness and relaxation videos

If you or someone you know is struggling, don't keep silent. Speak up, reach out, and remember, you're not alone.

You can get safe, confidential therapy services from a qualified psychologist at Serenity Mind Wellness. Reach out to us at **09163358312** or **therapy@serenitynigeria.com**.

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TECH TALK

Empowering Nigerians: Understanding NDPR, Reporting Violations, and Ensuring Cybersecurity



Opeyemi
ENITAN

is a Cybersecurity, Infrastructure & M365 Engineer based in the UK with almost a decade practical experience. You can reach him at yenitan1@yahoo.com.

In today's digital landscape, safeguarding personal data is more important than ever.

The Nigeria Data Protection Regulation (NDPR) was established to protect individuals' privacy rights and ensure that organizations handle personal data responsibly.

However, the effectiveness of this regulation depends on public awareness and active participation.

- ✓ **Right to Erasure** – Also known as the 'right to be forgotten,' you can request the deletion of your data under certain conditions.
- ✓ **Right to Restrict Processing** – You can limit how organizations use your data.



- ✓ **Right to Data Portability** – You can obtain and reuse your data across different services.
- ✓ **Right to Object** – You can object to the processing of your data in specific situations.

Landmark Case: Court Fines Domino's Pizza ₦3 Million for Data Misuse

A recent case in Nigeria demonstrated that data privacy rights are enforceable.

A Nigerian customer sued Domino's Pizza for sending unsolicited marketing messages without their consent, violating NDPR regulations.

The court found Domino's guilty of unlawful data use and awarded the complainant ₦3 million in compensation.

This case serves as a powerful example of how individuals can fight back when their data privacy rights are violated. It also sends a strong warning to businesses that failure to comply with NDPR can lead to serious financial and reputational consequences.

How to Report NDPR Violations in Nigeria

Gather Evidence

Collect all relevant information that demonstrates the violation, such as:

- ✓ Correspondence indicating unauthorized data collection or sharing.
- ✓ Screenshots or documents showing misuse of your personal information.
- ✓ Any records of unauthorized transactions or activities linked to the data breach.

Contact the Organization

First, reach out to the company responsible and demand answers:

- ✓ Describe the issue and provide supporting evidence.

- ✓ Request clarification on how your data was obtained and used.
- ✓ Ask for corrective measures, such as data deletion or stopping unauthorized processing.

Real-world examples highlight the dangers of AI-related privacy violations. In 2019, Apple faced backlash when it was revealed that contractors were listening to Siri recordings to improve AI performance.


These recordings contained private conversations, including medical discussions and business negotiations and users were unaware that their data was being analyzed by third parties.


Similarly, Google's "Project Nightingale" initiative sparked controversy when reports surfaced that the company had accessed hospital patient records without adequate anonymization or explicit patient consent.

Report to the Nigeria Data Protection Commission (NDPC)

The NDPC is responsible for enforcing NDPR regulations in Nigeria. If a company refuses to correct its data privacy violations, you can file a complaint with NDPC.

 **Email:** info@ndpc.gov.ng

 **Phone:** +234 (0) 916 061 5551

 **Address:** No. 12 Dr. Clement Isong Street, Asokoro, Abuja

You can also visit the official NDPC website to file your complaint online: ndpc.gov.ng or check

<https://ndpc.gov.ng/faqs>

Seek Legal Counsel

If necessary, consult a lawyer specializing in data protection and digital rights. This may help if you plan to take legal action to seek compensation for damages—just like in the Domino’s Pizza case.

Take Action: Know Your Rights & Report Data Misuse

This landmark case against Domino’s Pizza proves that individuals have power under the NDPR.

✓ **Stay Informed** – Regularly review privacy policies of services you use.

✓ **Exercise Your Rights** – Don’t hesitate to demand access to your data or request corrections.

✓ **Report Violations** – If a company misuses your data, file a complaint with NDPC and seek justice.

Final Thoughts

The NDPR is not just a law—it’s a tool for empowerment. Nigerians must demand their rights, report violations, and take information security seriously.

If your data privacy is compromised, take immediate action and seek justice because, as seen in the Domino’s Pizza case, violators can and will be held accountable.



EXCLUSIVE
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Conscious Leadership

*Elevating Humanity
Through Business*

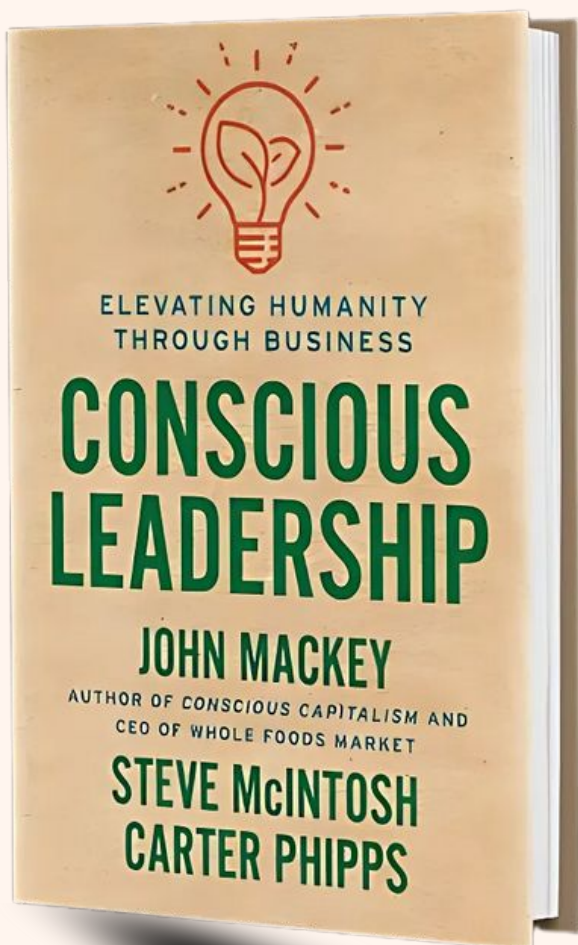
John Mackey started a movement when he founded Whole Foods, bringing natural, organic food to the masses and not only changing the market but breaking the mold. Now, for the first time, **Conscious Leadership** closely explores the vision, virtues, and mindset that have informed Mackey's own leadership journey, providing a roadmap for innovative, value-based leadership—in business and in society.

THE KEY
TO SUCCESSFUL
LEADERSHIP
TODAY
IS INFLUENCE,
NOT
AUTHORITY.

In this follow-up to the groundbreaking best-seller ***Conscious Capitalism***, Mackey argues that if businesses want to become more conscious, leaders themselves must also become more conscious. Each chapter of ***Conscious Leadership*** will challenge you to rethink conventional business wisdom through anecdotes, case studies, profiles of conscious leaders, and innovative techniques for self-development.

Conscious Leadership culminates in an empowering call to action for entrepreneurs and trailblazers—to step up as leaders who see beyond the bottom line.

IN THIS SUMMARY, YOU WILL LEARN:



- ✔ The nine characteristics of a conscious leader.
- ✔ **What it means to lead with love.**
- ✔ To go beyond win-win deals and solutions.
- ✔ **How and why leaders must constantly evolve their teams.**
- ✔ Strategies to continuously learn and grow

Introduction

Leadership has always presented challenges, but today, amid our rapidly changing global economy, those challenges are truly monumental. Technology is proving increasingly disruptive, global competition is ever present, generational shifts in the workplace are complicating organizational culture, and changing attitudes about the responsibilities of business are putting more pressure on leaders.

The sheer diversity of issues that any CEO must respond to requires the wisdom of Buffett, the assertiveness of Churchill, the creativity of Jobs, the emotional intelligence of Oprah, and the patience of Mandela! No individual perfectly meets these multiple demands, but the best learn an invaluable lesson: that leadership is an ongoing journey of service, not a static position of power. Most important, there is always room for further development.

It's a well-established truth that an organization's potential is constrained by the abilities of its leader. So if our goal is for business to become more conscious, there is no escaping the imperative for leaders to step up to the challenge personally.



Leadership Is Performance. You
Have To Be Conscious Of Your
Behavior, Because Everyone Else Is.

Carly Fiorina

quote fancy

The Meaning of Conscious Leadership

Being a conscious leader means embarking upon an intentional journey of development. It means purposefully stepping up to a much higher level of integrity and responsibility.

It isn't easy to become a more conscious leader. It's not enough to simply follow rules or adopt the latest leadership fashions. The term "conscious" implies being more thoughtful, more awake, and more intentional in our embrace of our role and the responsibilities it confers. It's a word one might more readily associate with personal growth, spirituality, or philosophy than with professional development.

And that's precisely the point: conscious leadership is first and foremost an inner journey of character development and personal transformation, informed by a powerful understanding of human nature and human culture.

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To some extent, what conscious leadership means and looks like for each individual will be different.

However, conversations and interactions with hundreds of men and women have uncovered nine distinguishing characteristics and behaviors that unite those leaders who are striving to be more conscious. These nine characteristics are categorized into three categories

- **Vision and virtue:**
put purpose first, lead with love, always act with integrity.
- **Mindset and strategy:**
find win-win-win solutions, innovate and create value, think long term.
- **People and culture:**
constantly evolve the team, regularly revitalize, continuously learn and grow.

When leaders become more conscious, the organizations they lead become more conscious, creating an ever-widening circle of purpose-driven cultures and communities.

We elevate business through our humanity, and we elevate humanity through business. Let's now learn the nine characteristics of a conscious leader.

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PART I: VISION & VIRTUE

Put Purpose First

The first and foremost job of every conscious leader is to connect people to purpose. A leader's job is to ensure that, amid all the complexity of daily activity, purpose shines brightly—that it remains vital and relevant, a guiding context, both ethically and practically. This entails more than just believing in our organization's higher purpose. A conscious leader embodies it, and lives it out in a way that makes that purpose vivid and exciting.

Conscious leaders infuse their organization's purpose with authenticity and meaning. They make it come alive, in little ways and big ways, every day. Their passion for purpose can become a touchstone for those around them. They demonstrate and embody the "why" of an organization. And they show a reasonable pathway to "how."

A Leader's Journey to Purpose

Before there are organizations, there are individuals. Before there was a company called Patagonia, there was a young man named Yvon who cared deeply about climbing and wilderness, and struggled to find the right clothes to match his hobby.

In the days before there was a movie studio named Disney, there was a young animator named Walt, hawking his wares in Hollywood, who was passionate about sketching and cartoons.

For every company purpose statement that adorns the lobby wall or company website, there was once an individual nurturing inner visions and fumbling around with novel ideas and approaches. But how does one discover a higher purpose? How does a future conscious leader take the first step on that journey?

For most, that process begins with some type of passion or curiosity, the natural pursuit of one's life interests. At some point along the journey of self-discovery, a purpose begins to reveal itself. A "true north" begins to appear on one's internal compass.

It might be bright and vivid, or it may slowly emerge, frame by frame, over time. But eventually a path, or at least a direction, can be seen. A critical journey has begun.

The long and winding road taken by many entrepreneurs is testimony to the fact that discovering our purpose and finding a way to express it in the world of business is a journey and not simply a destination.

Phil Knight had the inspiration, back in his days at Stanford, to sell inexpensive, quality shoes to running enthusiasts like himself. But he had no idea of the extraordinarily circuitous route that would eventually lead him all around the world before he founded the most successful and inspirational sports brand in history, Nike.

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