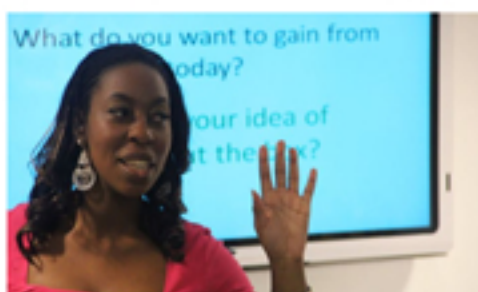


Wonderwoman: Entrepreneur and Motivational Speaker Edwina Momoh

By admin – June 06, 2012

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Dynamic, powerful and leader are just three of the words that come to mind to describe our latest 'Wonderwoman' feature. For over 9 years, Edwina Momoh has worked tirelessly to aid and enhance the lives of individuals and create stronger business solutions for diverse industries and organisations across the UK. Through her diverse projects, she has striven to empower the minds of the youth with her 'Break Out Of the Box' message and works to encourage them to strive for personal greatness. I am excited to share with you the work and successes of Edwina to date and I hope that it encourages you all to realise that you too can use your skills to change your life and the lives of those around you. Be in-spired!



Edwina, I have to seriously ask, how do you manage all of your commitments at once?

EM: I wonder sometimes myself how I manage these commitments, but seriously I have to say it is due to serious prioritising my time. This involves a bit of sacrifice but it comes from immense passion for helping people, seeing results and the joy of serving.

Your work involves you encouraging, empowering and motivating people through coaching and mentoring but how did you get into this field to begin with?

EM: Encouraging, empowering and motivating people came from noticing a big need in the lives of people around me. It also stemmed from my experience of working with an awesome young girl many years ago who found comfort in speaking to me and opening up to me about the difficulties in her life. I helped her see the possibilities and encouraged her through the process. That was the beginning of my being drawn to these types of work and it was often unpaid. However, I also understood the need because I recognised the power in offering advice and guidance to others. When I saw the results of advising, encouraging and constantly seeing transformation in many people's lives I made sure this was an essential part of my life. It has led me into fields of youth work, becoming a teacher, trainer and other mentoring, coaching and training opportunities.

For over 9 years, you worked progressively within the youth sector helping and aiding young people to lead positive lifestyles. With so many youth clubs being closed under new reforms and budget cuts, in your opinion, what could be the lasting implications of these cuts?

EM: I hope Boris Johnson is listening (Laughs). I feel this is very simple, there will be further negative implications as there are being continual cuts to their housing benefit and the rates of unemployment in the youth is showing no signs of declining as not enough stable work opportunities are being provided for them. All of this adds to their frustrations and they fall deeper into a negative state of being.



An outlet such as a youth club is vital. It offers young people the opportunity to engage, experiment safely, have a sense of adventure, develop, be trained and have fun. Cuts in these outlets could possibly lead to frustration, encourage idleness which leads to crime etc. Many young people will become depressed and will have no opportunity to access counselling, mentoring and advice in other important areas including sexual health. The youth are our future. It is vital that we continue to invest in them and their future. Mental health issues in the youth is also dramatically improving and we need to curb this before things do get out of control. Sometimes these environments are safe havens and relief centres from the lives they have and it is always the vulnerable and hard to reach that will

be affected. More than ever regeneration and sustainability of youth services is key, especially in raising up the next generation as leaders.

Your work comes across as quite challenging. So far in your career, what difficulties have you had to face and what steps have you taken to overcome them?

EM: Wow, where do I start? Lack of opportunity to progress in my marketing career after studying at university was one. Then having to restrain to pursue a teaching career after the death and pain of my losing my beloved father was another. Making the decision to quit studies overall before deciding to go back and complete what I had started.

However, I found my footing. My persistence and drive caused me to work often unpaid roles at times but adding value to people and businesses over time has helped me to be at the stage where I am today. Experiencing setbacks in raising finance and self financing my business was also a major testing factor in both my professional and personal lives. People will always not believe in you and will try to limit you and what you can achieve.

For me, this meant finding mentors who would empower and encourage me and this led to me becoming that positive person in the lives of the many people that I worked with. Realising that I was my greatest investment was also a major thing for me. The truth is, if you do not believe in you, how can you encourage anyone else to believe in you?

Currently you are the Director of 'Exodus Consulting' which is an enterprise that has a vision of impacting women and young adults aged between 18-30 years old in entrepreneurship; by honing in on their uniqueness, leadership and individuality. How easy or hard has it been to attract your specified target audience?

EM: It has not been easy especially at the start! I have had to think strategically and start small, testing what works, quickly remodelling what does not work to consistently meet the needs of the target audience. Starting out as a niche soon made me realise that innovation and the growth of myself in every way was key to attracting my target audience.

What factors would you say motivate you to keep developing new ways to teach the youth about empowerment growth?

EM: Using the quote paraphrased **"Give a man a fish and he eats for a day but teach a man to fish and they eat for the rest of their life"** I start with their point of view and where they are coming from, as well as using real life examples from my life and those who inspire me. I also provide strategies enabling them to see clear opportunities, paths and ways to help themselves.

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