

# Monthly Newsletter

2025

JUNE EDITION

Featuring **Omotola Jalade Ekeinde** as  
**Our Woman Crush  
of the Month!**

Read more on page 12...

## Interesting Topics

- Stop Settling! Here Are Key Strategies on How to Rebrand Yourself for Global Relevance
- Ladies, Your Name Can Be on the Deed too!
- When staff steal money who is really to blame?
- Reset, Refocus and Reignite



# Table of *Contents*

2

Stop settling! Here are Key Strategies on  
How to Rebrand Yourself for Global Relevance

5

Ladies, Your Name Can Be on the Deed too!

7

June Affirmations

8

Reset, Refocus and Reignite

9

When staff steal money who is really to blame?

12

The W Initiative Spotlight;  
Omotola Jalade Ekeinde



# Hello Ladies!

It is easy to feel the pressure of goals, deadlines and to-do lists. But here's your nudge to slow down just enough to acknowledge how far you've already come. Growth does not always look like a sprint sometimes, it is in the quiet consistency, the small wins and the moments of clarity. While May was Mental Health Awareness Month, caring for your mental and emotional well-being shouldn't stop there. We hope you continue to be kind to yourself, to move through your days with grace and to embrace what matters to you most. The year still promises to be exciting here at W. From Season 7 of the Womenpreneur Pitch-a-ton to impactful webinars and more, we have a lot in store for you. Stay connected with us on Instagram, Facebook, X (@thewcommunity) and YouTube (@The W Initiative) so you don't miss a thing. In this edition, we will be sharing stories of courage, reinvention and quiet power because you deserve content that truly speaks to where you are. Grab something warm, find a quiet corner and let's journey together.





**STOP SETTLING! HERE ARE KEY STRATEGIES ON HOW TO**

## *Rebrand yourself for global relevance*

Have you been looking at your LinkedIn headline lately and thinking, “This doesn’t quite fit anymore?” Maybe you’ve grown, learnt new skills, or simply outgrown the version of yourself that once held that title. If you’re feeling the pull to shift directions or show up differently, that’s your sign that it is time to rebrand. But rebranding requires more than updating your job title or polishing your CV. You need to step fully into the woman you have become. It means letting go of outdated labels and giving others permission to see the real, evolved you. Doubt might show up and this is fine. Growth can be uncomfortable and that is why it is so powerful when it happens. Let’s show you how to rebrand in a way that is bold, authentic and completely aligned with where you’re headed next.



*Rebrand yourself for global relevance***Start with Reflection, Not Resentment**

This is not the time to put on the comparison hat especially because it has a sneaky way of stifling growth. If you want real, lasting results, you need to turn inward and focus on your journey. Start by asking yourself the right questions: Who am I now? What excites me? What feels heavy and why? What do I want to be known for in this next season of my life? You cannot meaningfully rebrand from a place of frustration. Start from a place of clarity for this is your power to step into a fuller, freer version of yourself.

**Do You Still Like Your Niche?**

Honestly, sometimes it is not just your job title that feels off. It could be the entire direction your career has taken. Maybe you are great at what you do, but it no longer excites you. Maybe you chose your industry five years ago and since then, your interests, values, or passions have shifted. Growth invites change and change is a sign of life. This is where soul-searching begins. Ask yourself the deeper questions: Do I still enjoy this work, or am I just good at it? If no one expected anything from me, would I choose this path again? What would I explore if fear or financial pressure was not standing in the way? These questions create space for clarity. And clarity is the foundation of a powerful rebrand.

**Audit Your Assets**

Have you been operating far beyond what your job title suggests? Maybe you have taken the lead on major projects, mentored others, improved systems, or even saved your company time and money without it ever being part of your official role. Document them. Speak about them. Own them. This is how you begin to own your narrative from a title to your true impact.



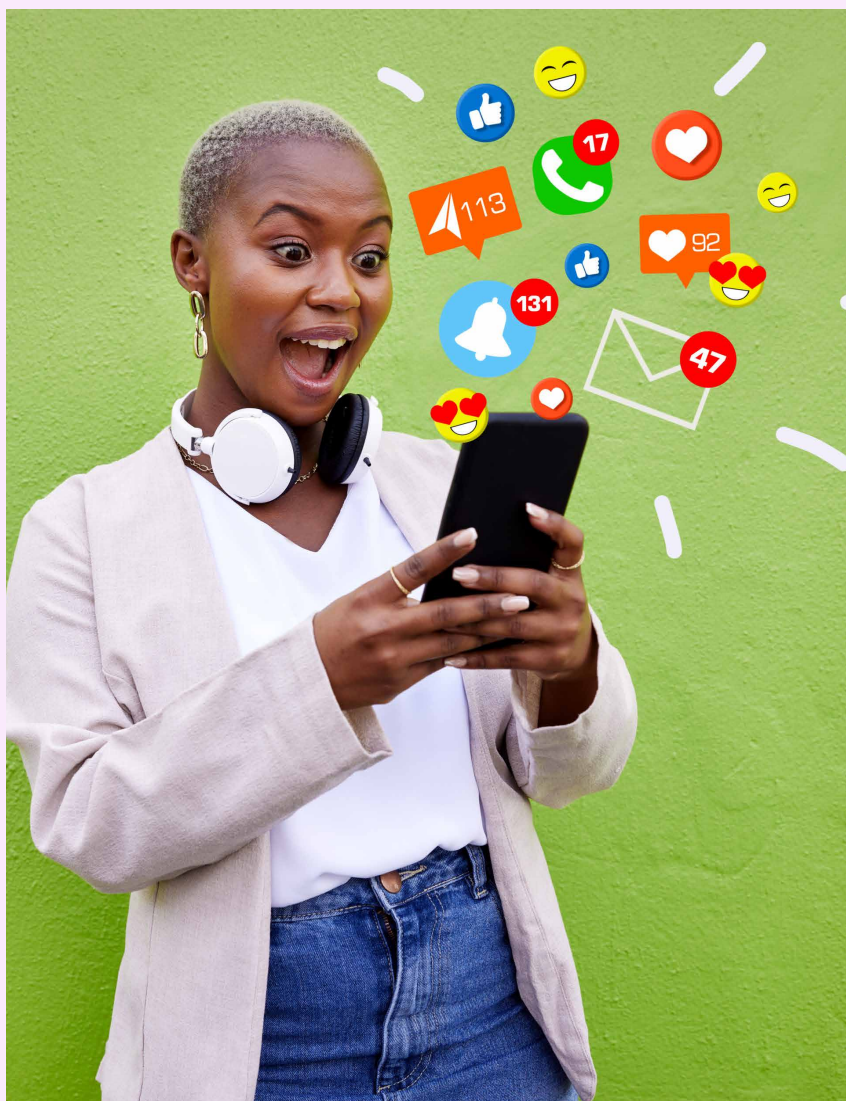
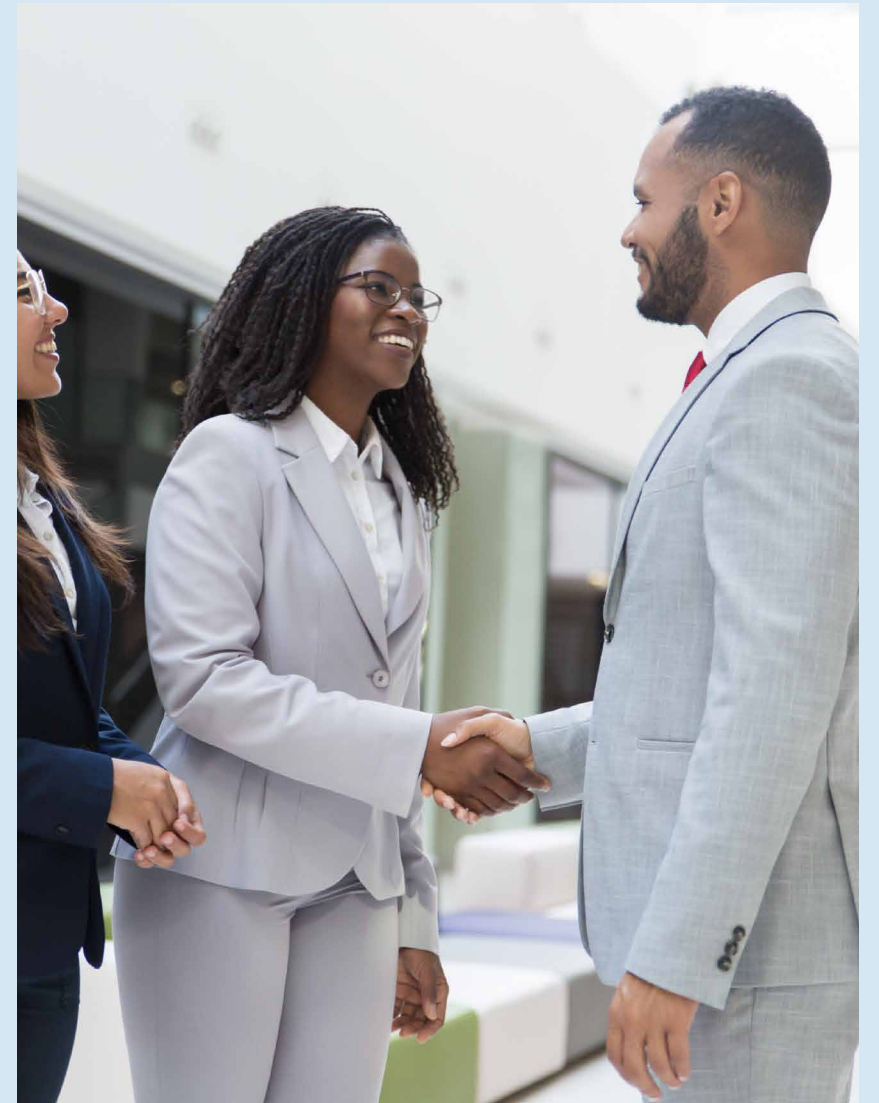


*Rebrand yourself for global relevance*

## Update How You Introduce Yourself

People often make the mistake of putting their titles forward more than their work. We hope this is not you? If you have been making this mistake, you can remedy it. Instead of saying “I am a program officer,” try: “I design and lead community impact programs that reach over 10,000 women annually.”

*This positions you for global relevance and attracts potential employers or partners.*



## Give Your Online Presence A Glow-Up

Your profiles should reflect the you of today not the one from three promotions ago. Ensure to update your LinkedIn headline and summary to reflect your evolving story. Build your personal brand by sharing the kind of content that shows your passion and what you aim to achieve. Highlight your wins, your learnings and even your pivots. Think of it as your professional mood board, what do you want to be known for? Outgrowing your job title is a great growth signal. You don't have to keep shrinking to fit a role that no longer reflects you. You are allowed to evolve, explore and to choose something different. Your next chapter deserves a better headline and we can not wait to see the beautiful chapters you will be writing.



## *Ladies, your name can be on the deed too!*

Home ownership helps you build generational wealth, it helps you take charge of your future and that is what our W Power Mortgage Loan does for you. Whether you are a corporate professional, entrepreneur, or actively employed, owning your home is very much achievable. The security that comes with owning your own home is unmatched. You have a space to grow, build and pass on. It is also a long-term investment that appreciates in value, gives you financial stability and most importantly, gives you a seat at the table.



## *Ladies, your name can be on the deed too!*

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Access Bank's W Initiative is here to say: Your name deserves to be on the deed too. Through the W Power Mortgage Loan, women in business and employment can now access:

- Flexible repayment plans tailored to fit your income
- Competitive interest rates to make homeownership affordable
- Solar financing options to sustainably power your home or business

If this is your first home, or you just want a bigger space, or aim to invest in property for the future, W is here to walk the journey with you. Renting might be convenient, but ownership builds legacy. More than a loan, the W Power Mortgage loan is a bridge to independence, dignity and long-term success. It is a reminder that as a woman, you don't have to wait to be handed a seat, you can build the house and claim the deed yourself. If you have ever dreamt of hearing the words "Welcome home" in a place with your name on the title, this is your moment! To get started, send an email to: [wcares@accessbankplc.com](mailto:wcares@accessbankplc.com) or send us a DM on any of our social media platforms @thewcommunity.





# June Affirmations

Affirmations are most effective when they're personalised and spoken in the present tense as if the desired outcome has already occurred.

## Declare with us;

- *I welcome June with clarity, confidence, and courage.*
- *I honour the progress I have made and remain open to new possibilities.*
- *My voice matters and I use it to create meaningful impact.*
- *I lead with purpose, grace and strength, even when the path isn't clear.*
- *I am worthy of success, balance and joy.*
- *This month, I prioritize growth over perfection.*
- *I am aligned with opportunities that reflect my values and vision.*
- *I attract collaborations that nourish my dreams and elevate others.*
- *Rest is not a reward, it is a vital part of my productivity.*
- *As I rise, I lift others with intention and authenticity.*
- *Every challenge is shaping me into a more resilient and refined version of myself.*
- *June is my month of blooming, I expand without apology.*



# RESET, REFOCUS AND REIGNITE



Just like yesterday, we celebrated the new year. Now look at us already counting down to the second half of the year! This is another realization that time will not wait for us to achieve our goals. June is a very strategic point where you need to pause from all the noise to reflect, realign and prepare for a strong finish. In your business, career and personal development, we think now is a strategic moment to take stock of where you are and where you are headed.

## Carry Out a Mid-Year Reflection

The initial motivation from January may have faded but June gives you space to review your goals, celebrate wins - big or small and identify what needs to shift. What is working? What needs to change? What still aligns with where I'm going? A mid-year review brings you clarity and growth.

## Closing Out Q2

For a lot of business owners, June means the end of Q2, a good time to check in. It is when you look over how things have gone so far, review important numbers and start planning for what's next in Q3. If you are managing a team or your own projects, use this moment to ask yourself: Am I really making a difference? Beyond the result, you need to ensure that you are on the right track and leading with purpose.

## Carry Out a Mid-Year Reflection

You don't need to throw out your goals. You may just need to recalibrate. Maybe some targets were unrealistic or life took a different turn. That's feedback and not necessarily failure. Adjust your direction with the insight you have gained so far. Realignment is progress.

## Reignite Your Vision

The second half of the year holds fresh potential. June is the perfect time to reignite your goals with new energy. Reconnect with your "why," recommit to your values and lean into habits that fuel your growth. Remember, how you finish the year can matter more than how you started. Are you reviewing your business metrics or reflecting on personal goals? We encourage you to make June your turning point. Reflect. Realign. Reignite. You are not behind but rather, you are building and there's still so much ahead.



# The *W* SMART WOMAN CORNER

*Last month, we spoke about how deals die without documents and we got a lot of responses from you. Here are some that really stood out.*

**beventcenter** 1w · An idea without money remains an idea so the investor always gets more . That is business 101

Reply

**thewcommunity** 1w · Author  
@beventcenter Hmmm

Reply

**eventgarde\_ng** 1w · by author  
Instead of creating bad blood, they can bring in a mediator to draft the terms going forward. Yes someone will have to sacrifice something but if they want the business to thrive going forward, they should drop ego and mediate

Reply

**Comments**

**eventgarde\_ng** 1w · by author  
Instead of creating bad blood, they can bring in a mediator to draft the terms going forward. Yes someone will have to sacrifice something but if they want the business to thrive going forward, they should drop ego and mediate

Reply

**thewcommunity** 1w · Author  
@eventgarde\_ng hmmm good POV sis. But what if no one is willing to sacrifice?

Reply

**Comments**

Reply

**hearts\_n\_canopies** 1w · by author  
If they care about their friendship, they need to involve a lawyer and check legally how much they are both entitled to with the time and emotions invested in that business, then have an contracts drafted and signed. Or they both can value the entire brand and anyone who wants to leave gets their share and leave. Another one is they can seat down and talk about how it has turned into what it is now and go with the initial 50/50 agreement.

Reply

**thewcommunity** 1w · Author  
@hearts\_n\_canopies hmmm!

Reply

**Comments**

Reply

**ilerilabs** 1w  
What happened to the maintaining the 50/50 they agreed to...and Nneka resigns and hires a CEO so she can also rest? And profit sharing remains 50/50???

Reply

**thewcommunity** 1w · Author  
@ilerilabs But there was no written agreement and one person feels like they deserve more. 🤔 You can click the link in our bio to read the newsletter

Reply

View 4 more replies

**Comments**

**foodoline\_ng** 1w · by author  
They can Start right from where they are, do the necessary legal process, share whatever dividends from the business in the last years and move on 🤔🤔

Reply

Hide replies

**thewcommunity** 1w · Author  
@foodoline\_ng What if one person still wants the partnership?

Reply

**thewcommunity** 1w · Author  
@foodoline\_ng Sis, you can also click the link in our bio to access our newsletter and understand the full content of the story

Reply

**Comments**

Reply

**thewcommunity** 1w · Author  
@hearts\_n\_canopies hmmm!

Reply

**tiwalolaadewuyi** 1w  
Always ensure your business relationships are documented in written agreement. All terms and obligations, right and duties contained. Not for now, but for later. Always seek the expertise of a lawyer as well. Thing big, think protection.

Reply

**gods\_gift247backup** 1w  
Lara is greedy, if not idea ,she can't invest.. if i where nneka i will look for another investor and pay lara back her money .. i am the one with the idea ...

Reply





## *When staff steal money who is really to blame?*

Busola, a business owner in Mushin, Lagos Nigeria built her business from scratch. What started as a weekend hustle had grown into a thriving enterprise with three staff members, a small office and steady revenue. She wasn't at the level of hiring a full finance team yet but she had people she trusted and for her, that counted for something. Or so she thought. One Friday afternoon, while trying to reconcile payments from a bulk client, Lola noticed something off. A transfer that had supposedly been "delayed" weeks earlier had actually cleared into a personal account. Her stomach turned. It was her longest-serving employee who was responsible. The one she often called "sister." Still in disbelief, she started going through older records; manual notes, receipts, and bank alerts she had previously skimmed over. What she found left her stunned: it wasn't a one-time mistake. It had been happening for months. Quiet, steady, and hidden in plain sight. We know that Busola's experience isn't unique. In fact, many female entrepreneurs have been blindsided by internal theft ranging from minor manipulations to major financial losses. But beyond the shock and anger, what happens next is often the hardest part. You start to ask the uncomfortable questions.



## *But Let's Talk: Who is Responsible?*

### *Many small and growing businesses:*

- Depend more on loyalty than formal controls.
- Delay building structure because survival comes first.
- Assume closeness equals trustworthiness.



But money has memory and unfortunately, so does silence. In some cases, the real theft isn't just cash. It's the erosion of trust, culture and the emotional cost of betrayal. On the flip side, some staff feel undervalued or underpaid, and begin to justify their actions with phrases like "I've worked hard for this business," or "they won't even notice." So, what's really to blame here: a broken system, a poor reward culture, or a simple lack of character? Is it poor leadership that creates a breeding ground for theft? Or is it purely a matter of personal integrity, no excuses?

### **WE WANT TO HEAR FROM YOU**

*Silence costs more than you think. Let's stop sweeping these conversations under the rug.*

Head to our Instagram or Facebook page [@thewcommunity](#) and weigh in under our Smart Money Challenge post. In next month's edition, we will feature real, honest responses from the W Community.



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The W Initiative Spotlight;

## Omotola Jalade Ekeinde

She followed her passion and changed an Industry. Omotola began acting in 1995. At the time, Nollywood wasn't the global phenomenon it is today but she saw something in it. Something worth building. She went on to star in over 300 films, including critically acclaimed hits like *Mortal Inheritance* and *Ijé*. Her talent, professionalism, and consistency helped elevate Nollywood to international recognition.

**Real success is using your platform to make a difference. You can be impactful right where you are.**

Her Influence Goes Beyond the Screen. In 2013, Omotola was named one of TIME Magazine's 100 Most Influential People in the World. She was recognized not just for her talent, but for using her voice to push for social justice, women's rights, and youth empowerment. She has worked with the United Nations World Food Programme and continues to speak out about issues affecting women and children across Africa.



The W Initiative Spotlight;

## **Omotola Jalade Ekeinde**

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**You don't have to choose between your dreams.  
You can be many things and do them well.**

She is a multifaceted woman who dared to be more. She's not just an actress. She's a philanthropist, a trained pilot, a singer, a producer, a wife, and a mother of four. She's built a life that blends purpose, passion, and personal fulfillment.

### **Why She Inspires Us**

*At W Initiative, we are proud to have Omotola as part of our Power of 100 African Women, a network of extraordinary women who are changing the narrative across the continent. Her story reminds us that:*

- *You can rise from anywhere.*
- *You can build more than one dream.*
- *You can be a woman of impact without compromising your values.*
- *You can achieve your goals no matter how bold they are.*

*To every woman reading this:*

If you have ever been told your dreams are too big, your timing is off, or that you have to choose between family and career, remember Omotola. She chased her dream, lived them and she is still creating new ones. So can you.





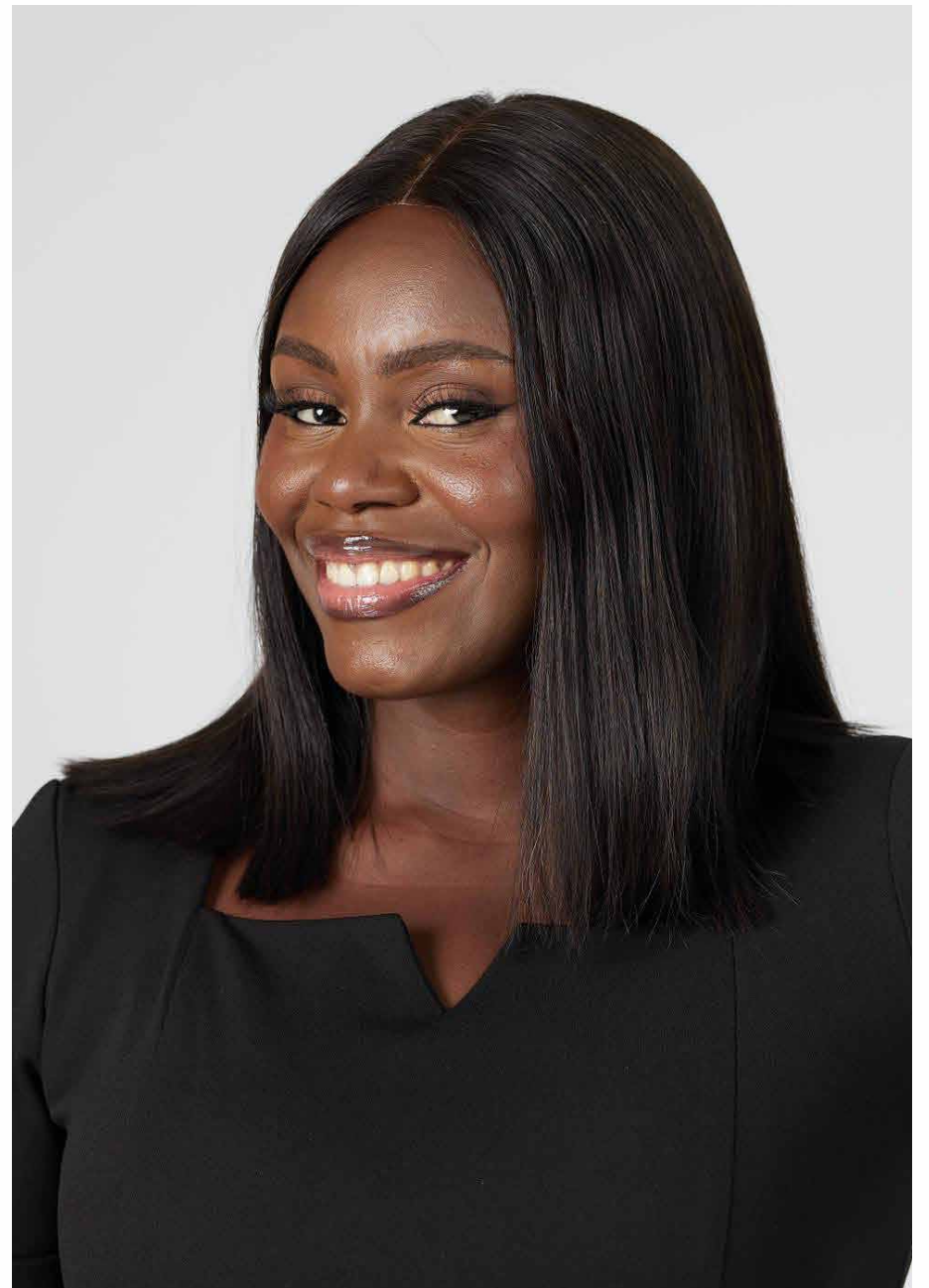
## Note

### *From a W Team Member*

#### *Dear Phenomenal Entrepreneur,*

You are an incredible women leading great a enterprise: your courage, creativity, and resilience are transforming communities, impacting lives, and redefining success. Every challenge you overcome lays another brick in the foundation of a more empowered and inclusive economy. You're not just running a business—you're building a legacy. Keep pushing boundaries, believing in your vision, and uplifting others along the way. The future is bright because you are lighting the way. Remember, every business goes through phases—growth takes time, and scaling is a journey. Embrace collaboration, build strong networks, and stay connected with business communities that support your vision. "Your greatest asset isn't your product, funding, or even your business plan—it's your mindset. Success begins and ends with how you think, adapt, and persevere. If you ever feel overwhelmed, give yourself permission to pause, reflect, and realign with your purpose.

***Keep leading. Keep growing. Keep inspiring.***



**Olubusola Farawe**

Team Lead, Women in Business Segment, W Initiative





# Take Care Ladies

Thank you for reading our June Newsletter Edition! We hope it was worth your read. Bear in mind that it is okay to evolve. If you are finishing Q2 with clear wins or sitting with more questions than answers, this is still progress. Growth doesn't always have to be the loud achievements. It can also be in the quiet decision to pause, reassess, and realign. Maybe this is your season to rebrand. To redefine how you show up. To stop shrinking into outdated titles and start embracing the fuller, wiser version of you that's emerging. Or maybe it's simply a season to rest, review your wins, and get honest about what's no longer working. Wherever you are, give yourself permission to lead with clarity not comparison. To choose intention over impulse. And to remember that your journey doesn't have to look like anyone else's to be valid, powerful, and worthy. As Q3 approaches, we hope you take what you need from this moment: insight, motivation, or even just a deep breath.

***We are rooting for you. See you in July!***







• *Inspiring* • *Connecting* • *Empowering*