

The Reveal

TrueLife Experience Media Launch

Good evening friends from the media, partners, our advisory board, my council and invited guests, distinguished ladies and gentlemen.

Thank you for being here. Tonight means a lot. It is a time I have prayed for and worked toward for many years. I grew up with an image of what life should look like and then met a very different reality. I am sure the story is similar for many of us too. You know, I wanted to see my mum and dad hold hands forever but I did not. I wanted to attend one of the best secondary schools in Ghana but I did not. In my vision board I should have had my Romeo and Juliet kind of love and marriage with 5 kids by now, but I don't. At a point I gave up on the idea that life could line up with my hopes. What I am saying is, life happens as it would, but we can still live for purpose and not excuses.

Something changed for me as a teenager in secondary school. I met a teacher who taught wisdom and knowledge as part of her work as our physical education teacher. She did not only train our bodies, she trained our minds and her words made sense, built confidence in me and planted belief where I had doubts. Mrs Damali, thank you. Encountering the teachings of Dr Mensa Otabil strengthened my self-belief and made me see that I could become anything I put my mind to and work at. These voices turned my thinking and shaped my life.

As I grew and began to notice how powerful stories can be, I made a promise to myself. I would pay it forward. That promise became Truelife. I created a platform that inspires empowers, and transforms people to become better. In 2012 we launched TrueLife Magazine. In 2016 we started the annual TrueLife Campus Conference. And tonight, we reveal the next chapter, The TrueLife Experience.

TrueLife Experience was born from the belief that the way we think shapes the way we live, lead, and build. Tonight's reveal is the beginning of a movement that will challenge mindsets, elevate leadership, and inspire transformation across Africa. The objective of the TrueLife Experience transcends inspiration. It seeks to create real change and elevation of leaders who will shape the future. It is a flagship gathering for high-impact individuals, corporate leaders, entrepreneurs, creatives, policy makers and change agents. A room for deep soul work and strategic inspiration.

Our theme for the maiden edition is The Power of the Mind. We are starting here for a reason. The mind is the engine that drives how we operate. It is the bridge between ideation and creation. If we learn to harness the power of our minds, we can drive change in a way that surprises even us.

Thought shapes language. Language shapes choices. Choices create outcomes. This is how people, businesses, communities and nations are built. From the inside out. We all know the words that circle our national conversations. We say Ghanaians do not like it when someone is doing well. We joke about PHD syndrome which means pull him down or pull her down. The more we repeat it the more it writes itself into our culture. I believe we can tell a better story. We can choose to celebrate excellence. We can choose to build systems that reward diligence and service. And that is why we will be honoring individuals and organizations whose work reflects purpose, resilience, and transformational impact.

There is a lot of work to be done in our homes, our schools, our workplaces, our churches and our communities and it all starts with us, with the small changes we intentionally begin to make. We must remember that the story we tell is the future we build. Will you tell stories that break or those that build?

One of the current Government's twenty-four-hour economy policies is the ASPIRE 24, which aims to instill a growth mindset to improve work ethic. For that to work we need a shift in mindset. The TrueLife Experience will add energy to that vision by equipping people to shift their mindsets into one that helps build the nation we want, because how people think determines what they attempt. And what they attempt determines the outcomes we see.

Imagine you have a rough glass stone in your hands, it's a diamond but you saw it as a glass stone. The saddest thing that can happen to you is to carry great capacity and never explore it. The same thing applies to a nation, it's sad to have so much potential and not be able to harness it. At the TrueLife Experience, minds will be awakened. People will rise to become the leaders they are meant to be. Not because someone gave them permission. Because they will discover what is already inside and choose to use it.

There is a poem by Marianne Williamson that I love to read every now and then, and I'd like to share it.

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, 'Who am I to be brilliant, gorgeous, talented, fabulous?' Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same..."

These lines remind me that we all have greatness inside of us. If we feed on fear, we shrink but if we permit ourselves, we can rise and become what we were created to be.

Tonight is a beginning. We are creating a space where people think deeply connect meaningfully and act boldly. We are creating a space where leaders speak honestly and offer tools that work in the real world. We are creating a space where young people can see a path and where experienced people can renew their fire.

We invite leaders and organizations to join us on this journey of awakening and impact. Will you be in the room?

TrueLife Experience is not hype. IT IS IMPACT.

Thank you for coming. Thank you for believing in us. May God bless you. May God bless our work. May God bless our homeland, Ghana.

Thank you.