



Tayo K. Solagbade*

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2016

Tayo's CEO Spotlight Interview Series - 03

With...

*Efe Ohwofasa**, UK Based

Nigerian born Professional

Speaker, Business Growth

Coach and Marketing

Consultant



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***From HAWKING locally, to
Speaking & Coaching
INTERNATIONALLY!**



Tayo K. Solagbade
Self-Development Academy
1/11/2016

CEO Spotlight Interview with **Efe Ohwofasa**, UK Based Nigerian born Professional Speaker, Business Growth Coach and Marketing Consultant [Monday 11th January 2016]

In the second issue of this interview series, my guest was Burt Dubin, US based veteran mentor of some of the world's highest paid speakers.

One of the points I noted in the introductory notes was that despite that fact that he is 91 years old, he remains as active as ever, especially as a mentor to speakers. In that regard, I pointed out that Efe Ohwofasa was/is being mentored by Burt Dubin himself!

Efe Ohwofasa is a UK Based Nigerian born Professional Speaker, Business Growth Coach and Marketing Consultant with an amazing rag to riches story.

Recently, in November 2015, Efe hosted UK based CEOs and Independent Consultants to a business seminar

sponsored by Bournemouth Chamber of Trade & Commerce (1st of its kind in its over 100 year history).

For a guy whose journey in life began with the daily routine of hawking groceries for daily survival on the streets back home in his native Nigeria, this is no mean achievement!

He has indeed come a long way, and it goes without saying that is it NO ACCIDENT that he's gotten where he is today.

Little wonder that Efe enjoys the recognition, admiration and respect of CEOs and business decision makers within and outside the UK, who depend on him to help the develop and implement strategies to achieve their valued goals in life.

Efe is my 3rd CEO Spotlight Interview Guest.

...and like I mentioned earlier, it so happens that he is currently undergoing mentoring with Burt Dubin.

Click below to read a recent piece I did on Efe:

No. 218: Meet a Nigerian Expert Who Speaks to – and Coaches – British CEOs to Succeed

<http://tayosolagbade.com/sdnuggets/no-218-meet-a-nigerian-expert-who-speaks-to-and-coaches-british-ceos-to-succeed>

On the next page is the transcript Efe sent to my 12 item interview questionnaire. I'm sure you'll find it useful reading.

[STARTS]



Tayo: Hi Efe. Thank you for accepting to respond to questions on my CEO Spotlight Interview. I feel truly honoured. Can you give us an introduction of yourself?



Efe: Hi, my name is Efe Ohwofasa and I am a Nigerian, a UK based professional speaker, business coach and consultant. I work with small business owners, presidents, and executives and I help them significantly increase their performance, productivity, and profitability. I will be sharing with you in this episode of Tayo Solagbade's CEO's spotlight interview and I hope you will learn one or two ideas and insights today.



Tayo (Q 1): WHY DID YOU WRITE THE BOOK TITLED "UNLEASH YOURSELF: How To Elevate YOUR LIFE, MAXIMIZE INCOME, Get The Results You Most Desire & Deserve?"



Efe: My personal mission statement is changing lives and helping people achieve their goals faster than they would have done by themselves. I wrote this book as one of the platforms to fulfil that mission and give my readers a proven strategy and system to elevate their lives.



Tayo (Q 2): WHY DID YOU WRITE "UNLEASH YOURSELF NOW - AND NOT BEFORE?"



Efe: I have been busy working on myself, developing my expertise, and over the last few years, I have had the

privilege of working with a number of people as a speaker, trainer, coach and consultant in the UK, and to some level, have achieved some results and proof that I now want to share some PRACTICAL and proven wisdom and insights to help people get to the next level of breakthrough and achievement.



Tayo (Q 3): WHO IS THE TARGET AUDIENCE FOR "UNLEASH YOURSELF?"



Efe: My target audience are entrepreneurs, business leaders and independent and career professionals who are committed to improving their lifestyle, performance, productivity and income.



Tayo (Q 4): WHAT KEPT YOU GOING DURING THE DARK MOMENTS OF DISCOURAGEMENT WHEN YOU WERE HAWKING GROCERIES AT AGE 13 – 21?



Efe: I would say it was the DISCOVERY OF PURPOSE. Having something to live for despite the difficult challenges of life.

I must say, I almost gave up. I had thoughts of committing suicide several times. I lost my dad; I had no money, no connections. The girl I was dating and hoping to get married to in the future abandoned me for another man who she didn't love, but who had money.

It was so funny that, few years after I had left Nigeria to the UK, the girl contacted me and we had a series of phone conversations.

At one point, I asked her how she was getting on being married to a rich man, and she said:

“Efe, If I could turn back the clock, I would have stayed with you and marry you”. I said why did you say that?”, she said, “ You loved me. You cared for me. You wanted the best for me. You listened to me. You were interested and committed to my personal growth and career fulfilment, but my husband won’t listen to me. He goes out and comes back late at night. He hangs out with other girls. He tells me I’m fat. He is not interested in my furthering my career, but just to be a stay at home wife and mum.”

To be on the safer side, I had to change my phone number so she couldn’t keep in touch with me because I had just met my wife then and we were dating, and I didn’t want to cause any trouble between me and my newly found love.

Back to your question, the hope of manifesting my life purpose kept me going and it became my secret companion.



Tayo (Q 5): WHAT ADVICE CAN YOU GIVE OTHERS WHO FIND THEMSELVES IN DIFFICULT SITUATIONS IN LIFE?



Efe: Be honest with yourself. Life is about leadership- Taking control of yourself. Acknowledge the fact that you are having a difficult time. Do not fake or try to cover it up and pretend that all is well with you.

Then, take complete responsibility for doing whatever you can to change your circumstances. Do what makes you feel good about yourself. Strive to work on yourself. Commit to personal development. Have faith on the promises of God concerning your life. Be hopeful and be EXPECTANT that things would turn around for good for you.



Tayo (Q 6): WHAT KINDS OF CEOs ATTENDED THE EVENT YOU HOSTED FOR THE BOURNEMOUTH CHAMBER OF TRADE AND COMMERCE?



Efe: They were CEOs from ...

- Hospitality industry
- Information Technology
- Business Consultant
- Real Estate/Mortgage consultant
- Security Companies
- Public Relation and Human resources
- Financial Advisers
- And a host of other independent professionals



Tayo (Q 7): HOW DID IT FEEL TO HAVE THE UNPRECEDENTED OPPORTUNITY TO HOST SUCH A HISTORIC EVENT FOR THE BCTC – THE FIRST EVER IN ITS 100 YEARS OF EXISTENCE?



Efe: I felt great about myself. It reassured me that I command value and I am asset to my generation . It made me reflect, that if one does not give up, there are better things ahead to accomplish in life.



Tayo (Q 8): WHAT WERE SOME OF THE TIPS YOU SHARED WITH THE AUDIENCE AT THAT EVENT?



Efe: 8 Hidden Areas of Wealth in Your Business.

Just to give you an idea of where the profit opportunities are within your existing business I have listed the eight areas where almost any business can increase their income.

These areas of hidden wealth include:

1. Generating more leads with your ads, mailings and websites.
2. Converting more of these leads into eager prospects
3. Closing more sales
4. Increasing per customer profits with cross-selling and up-selling
5. Getting more repeat sales
6. Retaining more customers and profits
7. Getting more referrals
8. Making better use of marketing partners.



Tayo (Q 9): DO YOU SEE YOURSELF DOING MORE OF SUCH EVENTS IN THE UK?



Efe: Yes, I plan to do 5 of such events next year i.e. 2016



Tayo (Q 10): DO YOU SEE YOURSELF DOING SUCH AN EVENT IN AFRICA?



Efe: Certainly yes, I plan to do two of such events in Africa, starting from Nigeria in 2016.



Tayo (Q 11): WHAT WAS LIFE LIKE, FOR YOU, BEFORE YOUR BREAKTHROUGH CAME?



Efe: My life was full of doubts, fear, stress and chronic depression, and lack of faith. I withdrew from friends because I saw myself as not worthy enough to be with them, as a result, I was not engaged doing meaningful things with my life.



Tayo (Q 12): WHAT STEPS DID YOU TAKE TO ACHIEVE YOUR BREAKTHROUGH?



Efe: One, I never compared myself with friends or with other people. I strived to develop some new skills that helped me to get back my confidence. I strived to become more valuable so that I could fit in the society.



Tayo (Q 13): WHAT ADVICE DO YOU HAVE FOR PERSONS TRYING TO BUILD THEIR SUCCESS FROM THE GROUND UP?



- Efe:**
1. Clarify your direction in life and set goals
 2. Be mindful of the people you associate with. Associate with friends who know your past, and your

present situation and still believe in you and your future.

3. Upgrade your skills. When you develop yourself and build on skills required and necessary to accelerate your progress in any chosen career or business, you will become relevant and people would want to associate with you.
4. Master your fears and limiting beliefs. I am a big believer in trusting and having faith in God. Reading the bible has been a big inspiration for me. One verse that helped me to survive is/was Philippians 4: 13, that says, " I can do all things through Christ that strengthens me". I wrote that verse on a piece of paper and had it on me in my pocket for over two years and reaching out to it all the time.
5. Get a mentor. Having a mentor serve as leverage to speed up your success rate .



Tayo (Q 14): WHAT HAS BEEN YOUR EXPERIENCE IN WORKING WITH PEOPLE TO ACHIEVE THEIR VALUED GOALS?



Efe: One principle I learnt in my work with clients is, "People with goals succeed" Why? Because they know where they are going. But not everyone who has a goal actually persists through to succeed. This is why MAJORITY of people get discouraged and give up on their goals when they meet with temporary defeats or setbacks. In my experience as a coach, when you have a goal and have somebody you become accountable to while trying to achieve your goals, you persist through to achieve your goals. As a coach, I help clients clarify their goals, and create strategic action plans for achieving their goals and make

them commit to doing what it takes to achieve the goals faster.



Tayo (Q 15): WHAT IS YOUR IMPRESSION OF THE AVERAGE PERSON'S WILLINGNESS TO PERSIST IN THE FACE OF PROLONGED DISCOURAGEMENT OF THE KINDS THAT YOU HAVE EXPERIENCED IN YOUR JOURNEY TO SUCCESS?



Efe: A high percentage of people with goals give up and quit after their first attempt when they don't get it. Majority of the population are seeking shortcuts and eventually end up living an unfulfilled life with their temporary success. When you don't give up, and persist and seek help, you will one day achieve breakthrough and success.

As a coach, working with business owners, corporate executives and career professionals, what I found to be the most common element that keep people from making successful use of coaching support provided to them is that they DO NOT TAKE ACTION on their plans and goals.

When a client starts giving excuses and is not taking COMPLETE RESPONSIBILITY, THEY DON'T SUCCEED. As a coach, I work with clients to create a clear sense of direction and action plan. I use my coaching model to help them become aware of where they are now, what the current situation is and what they can do to create the results they most desire and deserve faster.



Tayo (Q 16): HOW DID YOU GO FROM STREET HAWKING IN NIGERIA TO BECOME A BUSINESS COACH IN THE UK?



Efe: After 8 years of hawking groceries on streets to earn money to support my mum and siblings, I learnt that in business, you must trade something of value to earn money. Having learnt how to trade value to earn money selling groceries, I wrote a book and personally sold over

6 thousand copies doing motivational talks in colleges and universities in Nigeria where I learnt how to promote and sell something of value.

When I moved to the UK, after I got trained as a professional coach and a professional speaker, I didn't know how to market myself to get clients. So I began to read books and do research on business growth, attended lots of business growth seminars, did lots of online training , and my first two years as an independent professional was very frustrating and challenging because I was not earning money doing what I loved doing

But, when one is determined and sold out to his passion and chosen career, you will find a way out. Over the years, I have tried a lot, failed a lot and learnt what works. I now run live events in the UK teaching, coaching and consulting with small to mid-size businesses and help them improve their sales, marketing and leadership ability so they can make more money and create the business of their dreams.



Tayo (Q 17): WHAT IS YOUR ADVICE ABOUT HOW ONE SHOULD THINK WHEN PURSUING SUCCESS WHILE SURROUNDED BY SEEMING EVIDENCE OF FAILURE OR LACK OF PROGRESS?



Efe: Develop a positive attitude: Decide that you are going to be become a completely positive person with your career, business and personal life.

- Refuse to complain, criticize, or condemn anything or anyone when things are not going well.
- Resist the tendency to find fault but take complete responsibility.
- Resolve to be positive when things go wrong, persist and have faith. A person with a positive mental attitude tries to look for the

good in every situation and that habit keeps you optimistic and cheerful.



Tayo (Q 18): WHAT ADVICE CAN YOU GIVE ANYONE WHO GETS TOLD THE GOAL OR DREAM HE /SHE WANTS TO ACHIEVE IS IMPOSSIBLE?



Efe: If the goal or dream is the person's decision, the person should

1. Make up their mind to achieve the goal. Identify what is required of him/her and decide to do whatever it takes. It is the moment of our decision our destiny is created
2. Model excellence. Figure out who has done or achieved the same goal or dream, and model what they did and do the same or even do it better than they did
3. Seek help from whoever can help you. You can't achieve your goals by yourself. Get a coach, get a mentor, seek professional help. Seek for advice and summon the courage to ask for support and help when you do need them.



Tayo (Q 19): WHAT CAN A READER OF "UNLEASH YOURSELF" WHO DELIGENTLY DOES EVERYTHING YOU RECOMMEND IN IT EXPECT TO ACHIEVE?



Efe: Freedom- which will result in:

- Increase in your income
- Development of your special strengths

- Organization of your time and your life
- Living a rich life filled with purpose and meaning



Tayo (Q 20): WHAT IS A TYPICAL DAY FOR YOU AS CEO OF YOUR BUSINESS LIKE?



Efe: Having fun when I am coaching my clients to achieve their next level of success

- Feeling fulfilled when I get to facilitate live events and seminars sharing my expertise and insights with career professionals and business owners.
- I do a lot of studying and research to find cutting edge information that will help me create more value with my services and how to grow my business.
- But, sometimes, it gets very demanding and challenging trying to manage myself, my two little boys, my wife and her business.



Tayo (Q 21): WHAT COUNTRIES AND INDUSTRIES ARE YOUR CLIENTS FROM?

Efe: Most of my clients are UK based professionals and business owners. I have also had a couple from the USA and Nigeria.

They are from various industries and are professionals like:

- Business consultants
- Solicitors

- Accountants
- Mortgage Brokers
- Hospitality
- Service professionals

Tayo (Q 22): WHAT DO YOU DO FOR THEM?



Efe: I coach and consult with them to improve their sales, marketing and leadership abilities and the results they get are:



- Increase your income
- Develop your special strengths
- Organize your time and your life
- Simplify your work
- Develop a personal strategic plan
- Achieve all your goals



Tayo (Q 23): WHERE DO YOU SEE YOURSELF 5 YEARS FROM NOW?



Efe: In five years' time from today...

- I will be spending 40% of my time providing my coaching, consulting and training services in the African market.
- I would have established my authority in at least three African countries.
- I would have recruited other coaches who will be working with me to reach a wider audience and market across Africa.
- I am on a mission eliminate self-doubt and limiting belief from the continent of Africa through coaching.

[ENDS]

Why I Transcribe & Publish Video & Audio Interviews Conducted by Others (or Myself) – By Tayo K. Solagbade

What you have just read is a verbatim transcript of an email interview I conducted with a competent expert or professional in his/her field.

This is not the first time I'll be doing a verbatim transcription of this kind. In the past, I've created similar resources from interviews and presentations with other experts and professionals.

Two examples are Efe Ohwofasa and Patrick Meninga (the gentleman who achieved fame as a blogger by building a \$2,000 a month adsense website while working full time, and then selling it for \$200,000).

“But why do I do it” many people are likely to wonder?

Is it to get publicity, or to get those I feature to notice me and give me jobs? What is my real motive?

1. **My main reason is that I want to help people discover proven techniques and strategies they can use to IMPROVE themselves in whatever area of endeavour they are engaged.**

That's why I call myself a **Self-Development/Performance Enhancement Specialist & Multipreneur**. I have a passion that has endured for over 20 years (right from my days as a student in the University, through my time as a high flying employee in Guinness Nigeria), to help serious minded and results focused individuals develop and implement practical strategies to do what they do better.

Due to my versatility, and quick learning ability, I have over the years proven myself to be a valuable addition to the arsenal of any group or organisation.



So many people find me to be a useful resource because my active search for practical information about what works enables me add value to them.

Anywhere I go, whatever I see or read, my natural instinct is always to find ways to share it with others to help them improve their performance.

I'm the kind of person who cannot help HELPING others. I am naturally driven to be a catalyst. No matter who I interact with, I create the impression of increase. **People generally find that they leave me better off than when they meet me.**

Most of my clients often get much more measurable value from interacting with me, than they pay for.

I work this way not because I want to be Pope, or because I'm a priest. I do so because I LOVE to see people make the best use of their God-given abilities to achieve their fullest potential. NO MATTER what challenges they have to confront and overcome in life.

And that is why I pick on videos and presentations of authentic achievers, whose messages convince me they are who they say they are. Due to the challenges of poor connectivity in my part of the world, I realise many who desire to benefit from the wonderful video and audio presentations available online may not get ready access to them – except via text transcripts like those I create.

This is why I create my verbatim transcripts and offer them free.

2. **Another reason I do these transcripts is to contribute to the work done by those who create these FREE presentations.**

Their willingness to share their knowledge and insights at no charge to the target audience, as a way of gaining name recognition and credibility deserves to be encouraged.

Doing so gives people who seek help an opportunity to make more intelligent hiring or buying decisions. Their competitors or rivals, who do not offer such presentations, will naturally get challenged. They must show what they are made of in a similar way, if they wish to be taken seriously by the target audience.

Ultimately, a healthy atmosphere is created for “buyers” of their products and services to make safer and more rewarding purchases. By creating these verbatim transcripts I believe I contribute my own quota to the above, and I like that.

Of course, it goes without saying that all the parties involved also get to know me. And that will certainly help ME as well. But even if it did not, I would still do it.

3. A third reason is to demonstrate to the featured (and other) experts, an EXAMPLE of practical ways they can re-package and re-present the same material to achieve wider reach and impact.

In providing Web Marketing/Performance Enhancement services to clients, this is a habit I encourage them to develop. That is, to explore as many intelligent and cost-effective ways as possible, to present themselves to the target audience.

4. Lastly, I do it to distil useful learning summaries &/or develop Actions Plans for target audiences to adopt.

I am not unaware of the availability of software used for transcriptions. **However, you see I also LOVE to learn – and to help others learn better.** That’s why I extract or “distilled” lessons from each interview.

Forcing myself to do the manual transcriptions enables me listen REPEATEDLY to the material, until I internalise most of it. Then over a few days I let it “cook” within me, and soon enough, the “lessons” to be had from it become apparent.

I then write and publish it as a blog post – linking to the verbatim transcript. That’s what I have done with other transcriptions. And that’s what I will do with THIS one.

I have found that this method dramatically boosts comprehension rates of people. Not everyone can readily extract useful summary of learnings and develop action points by watching a video, or listening to audio recordings.

It is my hope that you will find this PDF transcript useful in reaping more wisdom from the powerful message shared by Efe in his interview with Andy, towards pursuing achievement of your goals in your personal and/or work life.

If it helps you, I urge you to please SHARE it with others you know can benefit as well. I thank you in advance!

With kindest regards,

A handwritten signature in blue ink that reads "TK BLASBADE". The signature is stylized and appears to be written on a light-colored surface.

30th November 2015 | Updated 19th Dec. 2015 @17:01

About TAYO SOLAGBADE

Self-Development/Performance Enhancement Specialist - Tayo Solagbade provides article and report writing support for website owners, while travelling slowly across West Africa as a **Location Independent Multipreneur**.

He's presently based in Benin Republic, where he's preparing an English-French Language Guide, City Travel Guides, and a Commercial Rabbit Farming Guide.

In a previous life, before leaving to become self-employed, Tayo served for seven years as a high performing manager in Guinness Nigeria. During that period, he rose from Shift Brewer, to Training & Technical Development Manager, then later acted in senior management roles as Production Manager and Technical Manager.

Today, depending on the opportunities that appear in the market place, Tayo earns multiple streams of income in the following ways(using self-taught skills):

1). Developing custom Web Marketing Systems to make websites active sales leads generation tools.

This involves using Joomla! and Wordpress Content Management systems to build FREE dynamic and database driven websites for clients - and then writing response generating content (website copy, articles, reports, newsletters etc) for use in attracting pre-qualified prospects for client's products and services.

2). Delivering Pre-programmed Spreadsheet Solutions - and also providing **Experiential Coaching in Excel** and Excel Visual Basic.

3). Delivering products/services aimed at helping farm biz owners(& those aspiring) adopt practical and cost-effective systems for starting up or managing their farm businesses at LOWER COST, & with LESS EFFORT. For instance, he develops custom Excel-VB driven software used in measuring Farm Key Performance Indicators as well as generating Financial Reports for decision making.

4). Providing customisable Talks, Seminars, Coaching programs on Self-Development, Performance Enhancement, and Best Practice Systems Development.

When he's not amazing clients with his superhuman skills (wink), Tayo works as the creative force behind his Self-Development Nuggets™ blog, and Public Speaking IDEAS newsletter (which he publishes to promote Burt Dubin's Public Speaking Mentoring service to experts working across the African continent).

Connect with him on **Twitter** (www.twitter.com/thsola) and **Facebook** (www.facebook.com/tayo.solagbade) . For a limited time, Tayo is available to speak to your group or organization for a moderate fee. Send e-mail to tayo@thsola.com.

Before launching his SD Nuggets blog in June 2012, Tayo published a monthly Self-Development Digest newsletter from June 2006 till early 2012. The daily SD Nuggets blog has since replaced that newsletter.

Tayo has published over 1,000 articles on his website. Over 160 appear at http://ezinearticles.com/?expert=Tayo_Solagbade as part of a back links building strategy, and his Farm Business guest posts also appear on www.africabusinesscommunities.com.

He is the author of the Self-Development Bible™ and the popular Practical Livestock Feed Formulation Handbook (for which he developed an automated Ration Formulator spreadsheet software version). His other published works can be found in his online store at www.lulu.com/sdaproducts.

Tayo believes that development of a positive mindset, mental stamina, and visualization are the most crucial elements required for any person(s) to achieve success in any areas of human endeavour.

For a limited time, he is available to speak to your group or organization for a moderate fee. Send e-mail to tayo@thsola.com. Visit www.thsola.com , www.tayosolagbade.com as well as www.excelheaven.biz and www.thefarmceo.net to learn more about Tayo.