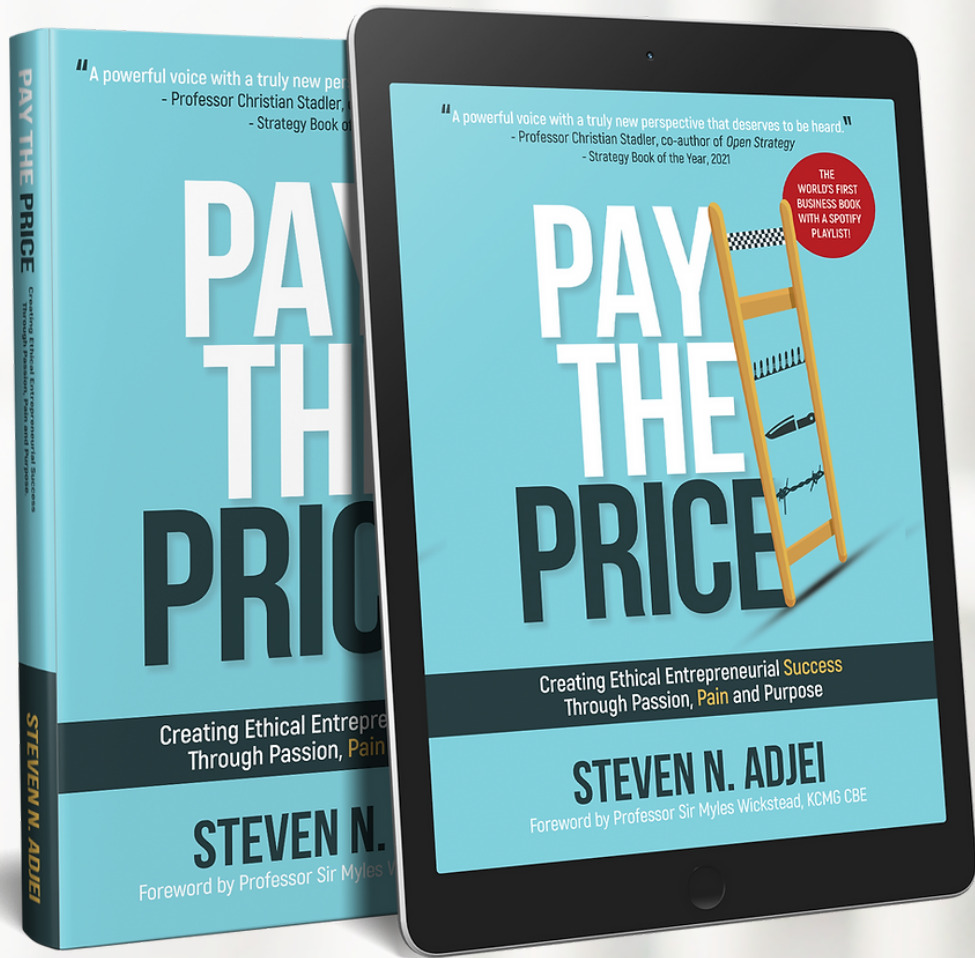


# PRESS KIT



# Steven Adjei

l e t ' s   d o   l i f e





# A British-Ghanaian Speaker, Writer and Mentor who helps Leaders and Businesses build Resilience and Inclusion through Empathy.

He does this by delivering outstanding value through a unique tapestry of research, his personal story of adversity and success and the original principles outlined in his books, writings, talks and workshops.

He is an award-winning #1 international best-selling author, entrepreneur, mentor and pharmacist.

In the last decade, he's survived 2 almost fatal car crashes, a current chronic debilitating hereditary disease that has left him unable to drive, near bankruptcy, moral failure, 250+ rejections, the sudden death of his only sister, injuries that have landed him in hospital, as well as been duped and betrayed, costing him tens of thousands of pounds.

He has also battled with depression, anxiety and the failure of his healthcare investment business.

In addition to practical experience, he is also a qualified practicing UK pharmacist, has an MBA from Warwick Business School, (one of the world's most prestigious business schools) and is also a qualified mentor with the UK's Association of Business Mentors where he has been selected as part of the UK government's Help to Grow scheme for SME's.

He has also co-founded a million-dollar consultancy firm, The Strategy Boutique, also judges for some of the UK's most prestigious business awards and has worked with many leaders and businesses to help them build resilience, inclusion and strategy.





# He is an Award-Winning, Empathy-led International Expert on Inclusion and Resilience.

He has given talks, held workshops and written articles for companies, magazines and blogs, as well as interviews on top-rated podcasts throughout the world including India, Kenya, Australia, the United Kingdom the United States, Belgium, and South Africa.

He has also worked on strategy for firms ranging from Ghana, Nigeria, the UK, The United States, Switzerland, Dubai, and India.

In recognition of his achievements, he was recently nominated for the Healthcare Entrepreneur of the Year 2023 by the IAOTP, and was a honouree of the 2022 CREA Global Award which also featured celebrities such as Marc Randolph, Lily Zheng and Brene Brown.

His strongest value is Empathy, which he uses to emphasise his passion for Inclusion and Resilience - applying his original principles in various settings including workshops, round tables, interviews, podcasts and talks.

## Some of the topics he has spoken on:

- The role of diversity in delivering productivity and profitability
- The Four Kinds of Pain in Business and how to grow through them
- The Four Kinds of Legacy and living the right one for you
- The concept of Personal Capacity and Scalability in Entrepreneurship and Business
- Pivoting in Business
- The concept of Tangibility in business
- How starting with who, not why is crucial for building and enduring, successful ethical business
- The Three Universal Phases of Entrepreneurship
- Validating a Business Model using real Theories in Chemistry
- How Offence can ruin your Personal Capacity as a Business Leader
- Listening to your Impostor Syndrome
- The Fallacy of Authenticity and Steven's Authenticity Framework®
- Applying the Camel Principle® in your Business and Entrepreneurial journey

## Recent speaking, judging and interview gigs:

- Warwick Business School
- EY/Department of Business and Trade, UK
- Diversity Business Incubator
- The Stronger Business Podcast
- The Jeff Bullas Show
- The Boardroom Banter Podcast
- The Unbossers Podcast
- Let's talk Legacy Podcast
- The Signature Awards
- The Africa Investment and Leaders Forum



# In August 2022, he published his first book, "Pay The Price: Creating Ethical Entrepreneurship Through Passion, Pain and Purpose"

In 2022, he published his first book, "Pay the Price: Creating Ethical Entrepreneurship Through Passion, Pain, and Purpose"

The book caused a sensation when it was first launched, hitting the Amazon Best-seller lists in EIGHTEEN categories including Entrepreneurship, Sustainable Development Economics, Business Ethics, Philosophy, Ethics and Morality, European Poetry, Music eBooks, Music Appreciation and Entrepreneurship Management.

It has since gone on to garner FOUR awards, The Amazon Best-seller Award, The Readers Favorite Award, The Literary Titan Award and the Brainz 500 Award, as well as over 50 four or five-star awards on Amazon.

It is the first business book to give a comprehensive model on Pain, have a corresponding Spotify list, a model on business Legacy, plus an accompanying book on Poetry and Art.

Thousands of copies have since been sold or downloaded and has received dozens of reviews by celebrated academics and professionals from all over the world - as well as being referred to as 'an incredible book' by online reviewing site Literary Titan, 'a book that tackles the heart and soul of building a business' by Readers Favorite and 'a powerful voice that deserves to be heard' by Christian Stadler, Warwick Business School Professor and author of the 2021 Strategy Book of the Year.

He is also published regularly in Brainz Magazine, The Business Influencer Magazine, several blogs as well as running his own LinkedIn and Email fortnightly newsletter reaching thousands of readers every fortnight.

He is currently working on his second book, Chasing Permanence, which addresses the alarming rate of failure of small businesses and businesses on the High Street.

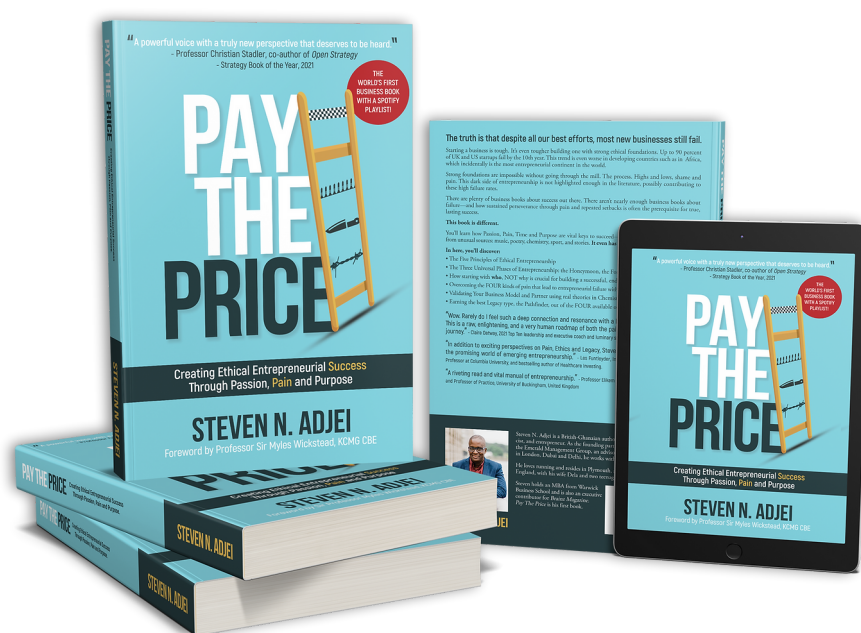
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**Steven Adjei**  
let's do life



"An incredible book that tackles the heart and soul of building a business"

Readers Favorite

★★★★★  
"A powerful voice that needs to be heard"

Christian Stadler

★★★★★  
"A riveting read and vital manual of entrepreneurship."

Professor Elikem Kuenyehia

★★★★★  
"An inspiring, creative and powerful read"

Dr Nicole Spieker

★★★★★  
"A compelling, refreshing and well-written read"

Charlie Robertson

let's do life





## CONNECT WITH ME



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