

IGUN BRONZE STREET:

Nigeria's Breathtaking World
Heritage Site, Benin City

**THE REAL LIFE AFRICA'S
"GARDEN OF EDEN"**

ANINO EMUWA:

A GLOBAL CITIZEN AND CYNOSURE OF ALL EYES



JUNE 2021 ISSUE

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“

I feel we are moving into a new period where people begin to take more collective responsibility rather than looking simply at their organisation's bottom line, or what's happening within their borders. Some of the most intractable issues are in areas of the world where there is on-going conflict



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EDITORIAL REVIEW

It's another quarter of the year 2021, and as Africa and the rest of the world are beginning to emerge from the Covid-19 pandemic, we are here again. This time, with the June 2021 issue (expected to be relevant till the end of August 2021) of City Scope Africa Magazine (a Quarterly Publication of City Scope Africa on Corporate People, Afrotourism and Lifestyle).

Born in Lagos-Nigeria, Our Cover Personality, Dr. Anino Emuwa, is the founder of Avandis Consulting, a strategy and financial advisory firm based in France. Anino is a firm believer in Entrepreneurship as a driver of Economic Development. Her work in the domain of Entrepreneurial Ecosystem lie at the intersection of innovation, Finance and Human Capital Development. Dr. Emuwa is an advocate for gender balance in Leadership and convenes global and regional communities of women CEOs and founders, including Women@Davos and the African Women CEOs Network. Her articles on Entrepreneurship and Leadership have appeared in international publications including Forbes, Global Banking and Finance Review. She regularly contributes to thought leadership on development for Africa and you will sure enjoy and get insights from the special exclusive she granted us.

Before the 9th century, the Edo people in Nigeria established a kingdom called Igodomigodo. It was ruled by a series of kings, known as Ogisos, which means 'rulers of the sky'. In this Kingdom are the walls of Benin City and Igun Bronze Street. The Guinness Book of World Records (1974) describes the walls of Benin City as the world's second largest man-made structure after China's Great Wall. Also, Igun Bronze Street in Benin City is still the home of brass/bronze casting industries and it is one of UNESCO's listed World Heritage Sites. Find out more, in this issue.....

Africa is a truly beautiful and amazing place, we have to admit that. At City Scope Africa, in our eyes, it's Tanzania that's the true gem of Africa, offering the enterprising traveller, fun seeker and corporate adventurer, the chance to experience an incredible diversity of things within one country. Truly, Tanzania is one of the most picturesque and beautiful places on the planet. In fact, in the eyes of many, it might be the most beautiful place on the planet. That's the reasoning behind why so many people refer to this country as "Africa's Garden of Eden". Your discovery will blow you away.

Yes, and very exciting columns on the Corporate World, Lifestyle, Mental Health Awareness for Africans and lots more.

Please Enjoy.



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THE REAL LIFE **AFRICA'S** “GARDEN OF EDEN” IN TANZANIA

Africa is a truly beautiful and amazing place, we have to admit that. At City Scope Africa, in our eyes, it's Tanzania that's the true gem of Africa, offering the Enterprising traveler, fun seeker and corporate adventurer, the chance to experience an incredible diversity of things within one country.

In the same vacation where you travel the Serengeti and survey the soaring Mount Kilimanjaro, you can also sun on the sands of Dares Salaam and sample the sundry spices of Zanzibar. That, of course, doesn't even include the incredible cultural experience you can have, interacting with native Tanzanians

and sampling their local food.

Truly, Tanzania is one of the most picturesque and beautiful places on the planet. In fact, in the eyes of many it might be the most beautiful place on the planet. That's the reasoning behind why so many people refer to this country as “Africa's Garden of Eden”.

With that in mind, we thought we'd take you on a quick visual tour of the country! This list is by no means exhaustive, but we think it will give you enough of a flavor for the country to convince you that you need to see it for yourself. So, let's go!



01 A LAND OF BEAUTY

Tanzania may not be first on many travelers' lists, but once you see what this beautiful country has to offer, we bet it will shoot to the top of yours!

02 ZANZIBAR

You travelled to Tanzania to spice up your life; so, why would you skip a trip to Zanzibar, which is affectionately known as the "Spice Island".



03 THE STONE TOWN

While there, you'll travel the winding streets of Stone Town, which reflects Persian architecture and old-world charm

04 MALINDI BAMNARA MOSQUE

The Stone Town is also home to one of the most important religious structures in the country, the Malindi Bamnara Mosque.



05 HEAD OUT

Zanzibar is part of an archipelago, which also includes the island of Pemba, known for its crystal-clear waters, ideal for diving.



MEET THE NATIVES

Calling the grassy Great Rift Valley their home, the Maasai are a native people who largely subsist on herding livestock and eating simple diets.

THEY'RE EVERYWHERE

Still, urbanization is as real in Tanzania as it is everywhere else, which is part of the reason you'll see Maasai in the country's urban centers.



AND MORE

The Maasai aren't the only native peoples represented in Tanzania's population, as it is comprised of some 120 various tribes

A NATIONAL SPORT

The game of cricket which is one of the most popular sports in the world, happens to be a favorite pastime in Tanzania. It's even played at the base of Mount Kilimanjaro!



UNESCO WORLD HERITAGE

Another place to visit while in Tanzania is Kilwa Kisiwani, a UNESCO World Heritage Site, that was once the epicenter of global trade.



11 **THAT'S A TALL ONE!**

Unless you're a world-class climber, there's no way you'll make it to the top of Mount Kilimanjaro - but just seeing it from the ground is breathtaking

12 **SELOUS GAME RESERVE**

Stretching out over 48,000 square kilometers, this game reserve is the largest on the entire continent, home to more flora and fauna than can be listed.



13 **THE SERENGETI**

Oh yeah! That's here, too, and you likely know what the attraction is... It's a place where you're sure to see wild elephants doing their thing!

14 **SCOPE THE BEACHES**

Forget about those beaches in the Caribbean, because those that you'll find in Tanzania are truly beautiful – and popular!



15 **PARTY OF THE BEACH**

Dar es Salaam is known as the musical center of Africa, and the parties that rage on its beaches from dusk until dawn are all truly memorable.



16 THE FISH MARKET

If you didn't party too hard the night before, then you absolutely have to pay a visit to the Kivukoni fish market that also takes place in Dar es Salaam.

17 FRIED OCTOPUS

In order to get the real local flavor while you're at the fish market, be sure to have the deep fried octopus. No fuss, no muss!



18 RICH HISTORY

While urbanization is rapidly transforming the face of Dar es Salaam, one should not forget its rich history while walking its rapidly changing streets.

19 NOT ALL PERFECT

There are dark moments in Tanzania's history, not the least of which is the Persian slave trade, which decimated the population. You'll find a sobering monument to this in Zanzibar's Stone Town.



20 AFRICA'S GARDEN OF EDEN

The country is beautiful and full of things to see, that's for sure. But no visit is complete without a trip to the 12-mile wide Ngorongoro Crater, which is referred to as "Africa's Garden of Eden".



IGUN BRONZE STREET:

Nigeria's breathtaking World Heritage Site, Benin City.

By: Letsgo Nigeria (Download free App. on Google Play or Apple Store)

Before the 9th century, the Edo people established a kingdom called Igodomigodo. It was ruled by a series of kings, known as Ogisos, which means 'rulers of the sky'.

Around the 11th century, there were struggles for power, the people started

to agitate for non-monarchy rule (Republic) and the Ogisos started to lose control of their kingdom. The Edo people feared that their kingdom would fall apart, so they asked their neighbour, the King of Ife, for help. The king sent his son, Prince Oranmiyan to restore peace to Igodomigodo. Oranmiyan camped at a place called Use, meaning "making of a city" or "politicking", and began to rule Benin from there.



His foreign style of management did not go down well with the Chiefs, and they sent agents to spy on him. This made Oranmiyan declare that only an indigene - "a son of the soil" could cope with the attitude of the Igodomigodo people. He called the land Ile-Ibinu, meaning "Land of Vexation". On leaving Ile-Ibinu (later Ibini, and corrupted to "Benin" by the Portuguese), he stopped briefly at Egor where he took Erinmwide, the daughter of the Enogie (or Duke) of Egor, as wife.

Eweka was the result of this union. Oranmiyan never return to Benin. In his place, Eweka became the first Oba of Benin and so a new dynasty known as

the "God King" began. It is still ruling today.

By the 12th century, the fourth descendant of Oba Eweka I, Oba Oguola established a foundry industry at Igun Street, Benin, where the world famous Benin Bronzes are manufactured. The industry and site, presently known as Igun Bronze Street was placed under the hereditary leadership of the Inen 'Igun Eronmwon by Oba Oguola. Many pieces were commissioned specifically for the ancestral altars of past Obas and Queen Mothers. They were also used in other rituals to honour the ancestors and to validate the accession of a new Oba.



A key element of the Benin Bronzes are the plaques which once decorated the Benin Royal Palace and which provide an important historical record of the Kingdom of Benin. The bronzes are not only great work of art but are spiritual, religious and largely motivated by the culture, the cultural practices of the people. Today, one can still see an astounding range of objects made of bronze, brass, copper, wood, ceramic and ivory manufactured at the foundry.

The industry created great wealth for the kingdom as epitomised in the construction of the also world famous Benin Moat - a vast defensive fortification around Benin City (radius distance of 16,000km which enclosed

6500km² of community land and completed around 1460AD).

The Moat, at that time, was considered the world's largest earthwork. The Guinness Book of World Records (1974) describes the walls of Benin City as the world's second largest man-made structure after China's Great Wall.





Today, Igun Bronze Street is still the home of brass/bronze casting industries and it is one of UNESCO's listed World Heritage Sites. There are art shops that display bronze and non-bronze products such as wood carvings and paintings on the street.

The art of bronze casting helped the ancient kingdom to produce some of the finest bronze heads the world has ever known. Over 5,000 pieces were stolen by the invading British colonial force during the 1897 Benin expedition.

Benin art works has come to serve as a form of communal and national identity and it is the mirror reflecting Benin's

past. The Bronzes are now found in many museums all over the world. Albeit, there is a recent push to return the stolen bronzes back to Benin in Edo State of Nigeria.

CREDITS:

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IMAGES:

A 16th-century Edo ivory mask held by the British Museum

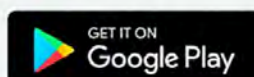


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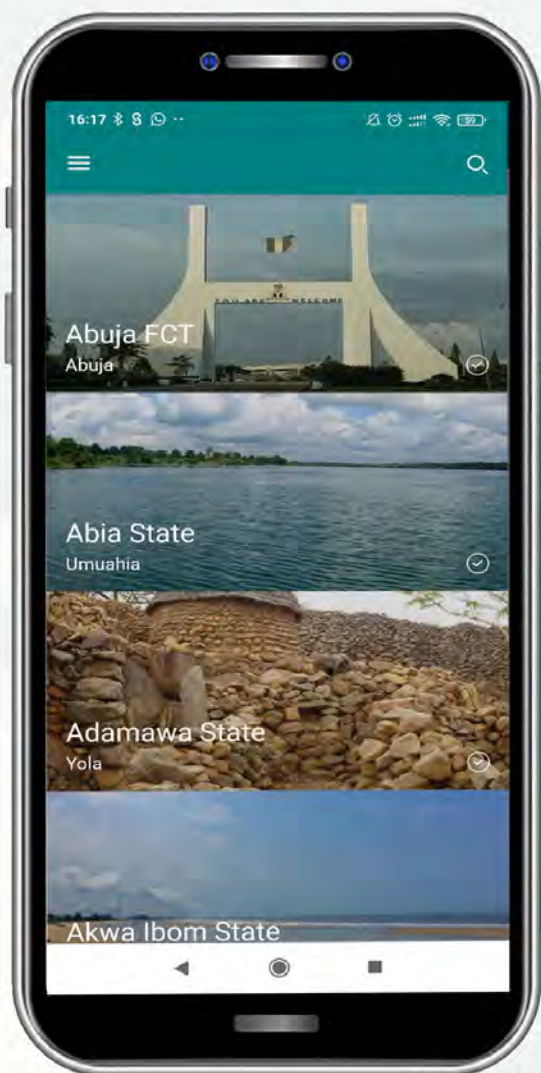
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Accepting your Physical *flaws*

When it comes to the way we look, too many of us focus on what we don't like about our physical form, such as: a rough face, a straight figure, a dark skin, or a scarred body; and we often allow our obsession to raise a comparison between us and the front cover magazine model. Never assume for a moment that this is just a female thing; because more and more males are feeling the need to search for perfection as well.



But, like it or not, we're all flawed. Not a single one of us is perfect. And that's one of the great things about life. We all have so many wonderful things to offer - and, yet, we might appear not always so wonderful.

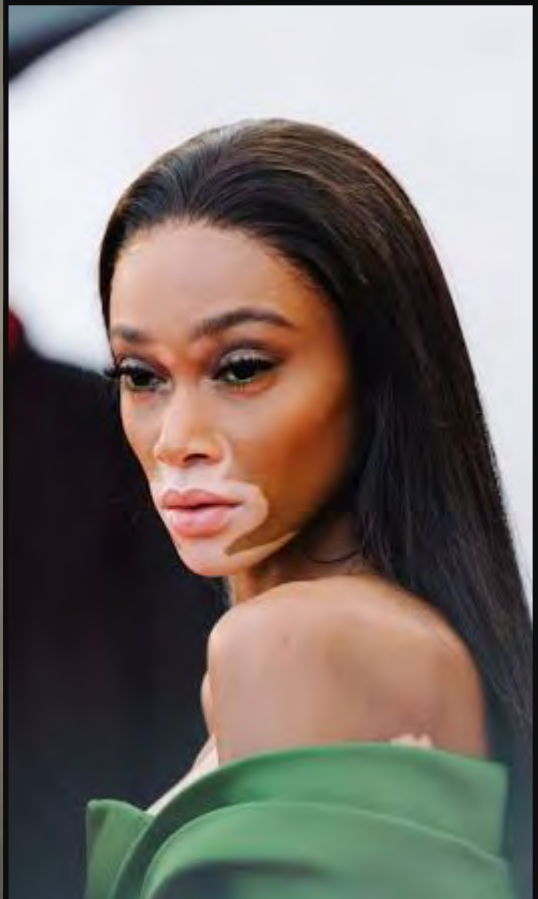
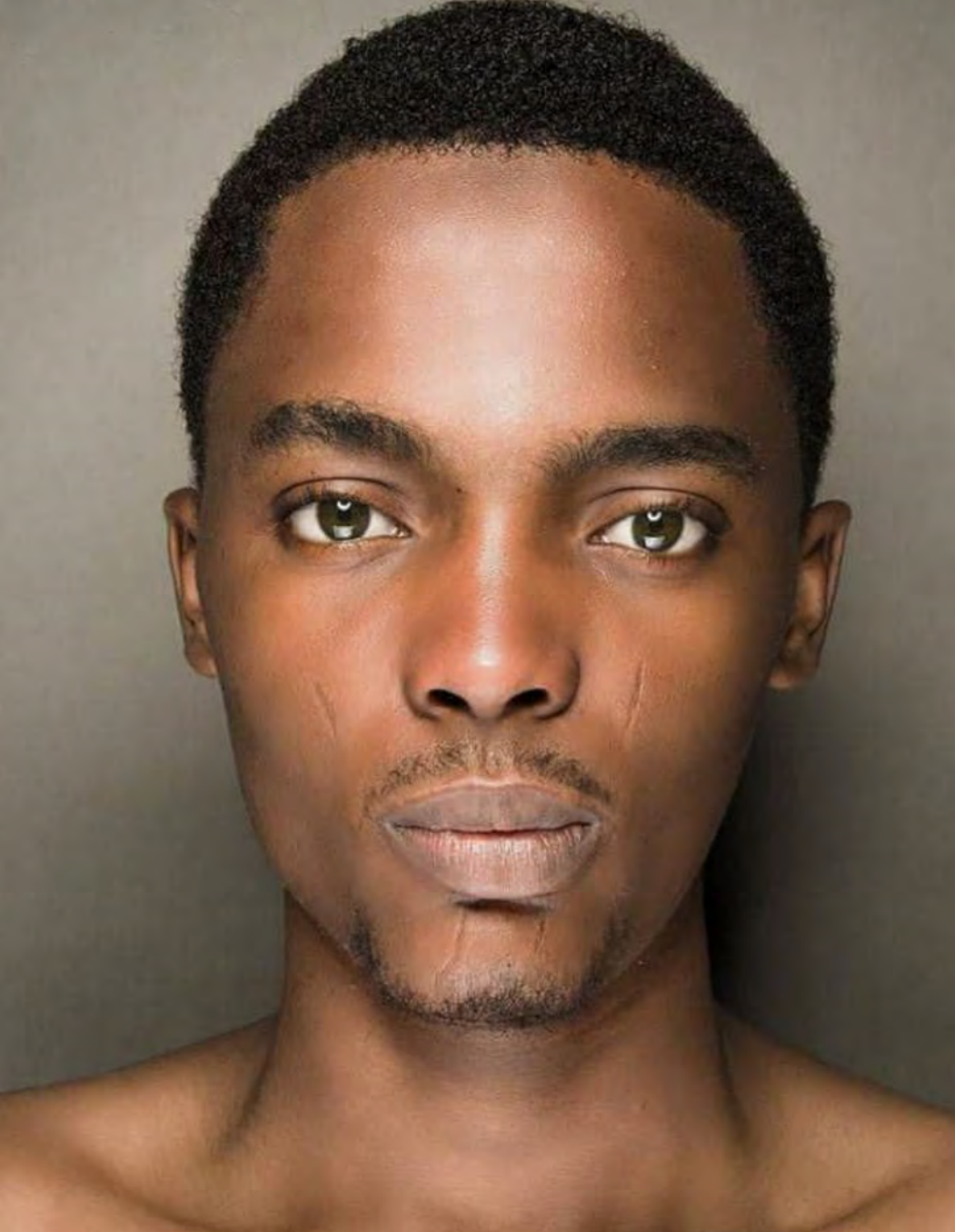
Yet, the following tips will make you accept your physical flaws...

#1

See them for what they are

When we come to understand that the things, we hate about ourselves are complexes, and not actual facts, embracing and learning to work with them becomes so easy that we tend to take out the steam of the negativity that accompanies the flaw.

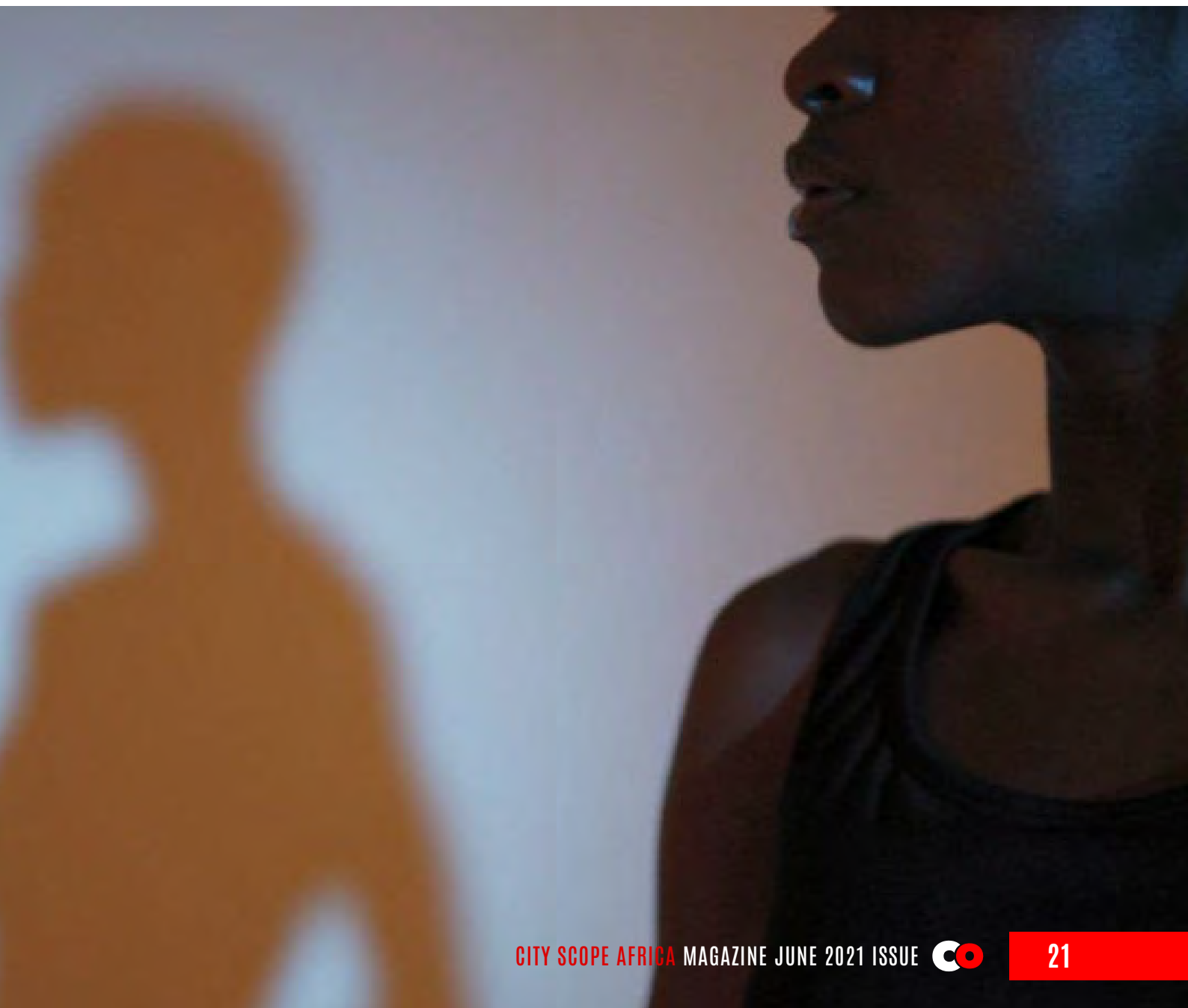




#2

See how to Improve the Flaw into a Strength

Instead of focusing on the negativity of your flaw, see what positivity they bring. For example, if your struggle with an acned face, making you so reserved and quiet, flip on the other side and learn to be more of an excellent listener or a keen observer. Thus, giving you a character that is unique and valuable to those around you.





#3

Practice Self Love

I know that sound cliché, because the fact of the matter is that you don't want to love your flaws and imperfections. You don't like that unsightly scar that you have, you don't like the extra sagging skin at the bottom of your stomach, your cellulite, your big nose, your acne, or that you don't fit the main stream idea of beauty. But, the fact that each of us struggles with feeling flawed; the winning strategy remains after you might have tried several available options to get rid of your flaw and it still remains, then switch to self-love and accept yourself so much; that no one sees a reason to tag you with your flaw...

You are Beautiful! ❤️

Images Credit: image.google.com, Lawal Fawaz



WRITTEN BY:

Tolulope Oyewunmi

(CEO, God's Jewel Bespoke)

ANINO EMUWA:

A GLOBAL CITIZEN AND CYNOSURE OF ALL EYES



PROFILE

Born in Lagos-Nigeria, Dr. Anino Emuwa, an international management consultant is the founder of Avandis Consulting, a strategy and financial advisory firm based in France. Anino is a firm believer in Entrepreneurship as a driver of Economic Development. Her work in the domain of Entrepreneurial Ecosystem lie at the intersection of innovation, Finance and Human Capital Development.

Dr. Emuwa is an advocate for gender balance in Leadership and convenes global and regional communities of women CEOs and founders, including Women@Davos and the African Women CEOs Network. A highly sought-after international speaker on entrepreneurship, fintech and women's leadership, she has been invited to speak at prestigious institutions and global business events including University of Cambridge, London School of Economics, French National Assembly, TechPark Summit



Davos and WebSummit. She hosted the first inclusive International Women's Business Leadership event in Davos alongside the World Economic Forum in January 2020.

As an advocate for gender balance in Business Leadership, Dr. Emuwa has impacted thousands of Women Entrepreneurs and leaders through her Seminars, Programmes and Speaking Engagements. She gives her time

mentoring and developing entrepreneurs globally from Cartier Women's Initiative, Cherie Blair Foundation, and the University of Cambridge Judge Business School's Enterprise Women Programme. She is a member of the 2020 Judges Community for Jack Ma's Africa Netpreneur Prize Initiative, which aims to identify, support and inspire the next generation of African Entrepreneurs making a difference. Dr. Emuwa also supports several causes targeted to the underprivileged in society.

Dr. Emuwa is the recipient of several international and national awards. In January, 2020 she was presented with a "Women in Fintech" Award at TechPark Davos held alongside the World Economic Forum. She was also listed as one of 100 African Women Pacesetters in Development by Donors for Africa. She was honoured as one of Nigeria's 100 most inspiring women advancing equality by Leading Ladies Africa, and recognised as an inspiring Woman in Business by Business Day.

Her articles on Entrepreneurship and Leadership have appeared in international publications including Forbes, Global Banking and Finance Review. She regularly contributes to thought leadership on development for Africa.

Enjoy this exclusive granted to City Scope Africa Magazine (a Corporate People, Afrotourism and Lifestyle Publication of City Scope Africa).



Who is Anino Emuwa when nobody seems to be watching?

My public face is definitely the professional side of me, but the other side, I feel blessed to have a family; my husband, our two children, my parents, siblings and all our family members, including three adorable great-nieces! So family is at the heart of who I am and home is where I am happiest.

What event(s) got you started in life?

Mathematics was my favourite subject at school and as a young teenager, I was fascinated by finance, the unseen resource that powered businesses. At the age of 16, I had a school project in Economics and I went into the City of London to interview a Director of a merchant bank. I won a prize for the

project and from then on I knew that I wanted to become a banker. I went on to study Economics at the London School of Economics, specialising in Monetary Economics, in preparation for a career in the financial sector under the tutelage of Professor Charles Goodhart, now Professor Emeritus who became a Member of the Monetary Policy Commission of the Bank of England.

Tell us about Avandis Consulting?

After relocating to France and completing my doctorate in 2015, I founded Avandis Consulting in France, to specialise in strategy and financial advisory for Entrepreneurs and Business Leaders. Avandis Consulting also runs seminars, and international business Leadership Events in Africa and Europe,

for women leading businesses. Our consulting practice also includes advisory work on the France-Nigeria commercial activities. We work with the spectrum of businesses from owner-



AfTCA creates the largest free trade area in the world in terms of the number of countries. It is an ambitious plan to fuel Intra African trade which is still too low, only about 13%.

managed firms to large organisations, harnessing our international expertise and knowledge to provide wide-ranging individualised solutions for complex strategy and financing challenges.

Share with us an overview of the trajectory of your career and the milestones achieved so far

I was hired directly from the University, by Citibank in London, for the corporate bank at their affiliate in Lagos, as their first management trainee to be hired. Working as a Corporate Banker, I also noticed Entrepreneurial gaps in the local market and went on to complete an MBA at Cranfield School of

Management to further my banking career. And that's when I got to learn about Entrepreneurship conceptually. I returned to banking, setting up a branch of a local bank and I subsequently had the opportunity to live in several countries in Africa.

I noticed the growth of many businesses across the continent being stunted due to a scarcity of loans and started providing advisory services to help them access bank credit working as an independent consultant. I decided therefore to undertake research into overcoming financing barriers to smaller businesses, earning a doctorate from Nottingham Business School.

Whilst the initial intention was to work as a consultant with financial institutions to help them improve their capacity for lending to smaller businesses, I also found that entrepreneurs would benefit from management development training. I then began to run seminars for Women Entrepreneurs to help them strengthen their management skills. During the course of this programme, I found the women founders gained not just from the content of the seminars but from the networking, collaborating and support from their peers in the group and this led to the creating of networks of women leading businesses.

In addition to my consulting work I am also a Non-Executive Director and Advisor of several international and local boards including Board of Governors of



Nottingham Trent University, and a member of the Institute of Directors' Expert Advisory Group on Diversity and Inclusion, a member of the global advisory Board of UK's 20-first, and a Grant Advisory Committee member of the Sustainable and Inclusive Digital Financial Services initiative, supported by the Bill and Melinda Gates Foundation.

I was previously on the board of the Nigerian Mortgage Refinance Company Plc, where I served as the Chair of the Audit Committee, and was also on the board of EFInA, a financial inclusion organisation supported by the UK Department for International Development.

I also volunteer as a goodwill ambassador for European Women in Fintech and Payments and I am the founding chair of the African Women in Fintech and Payments Network (AWFP) Nigeria.

You have created a huge support for a global and regional Ecosystem of women e.g. Women@Davos and African Women CEO Networks. Kindly share the experiences in these.

As we know diversity in leadership is beneficial to the performance of organisations, society, and economies, and accelerating women's leadership is central. Seeing women, helping and supporting other women, thriving

professionally, and hearing their stories of triumph over difficulties, the employment generation which benefits them and their families, and seeing this contributing to economic and social development is heart-warming. This is what drives me and I would like to see this effect multiplied many times globally.

What is that one core organizational trait that has helped you become successful?

The major thing is focus. It's about concentrating on the goal and not being overwhelmed by challenges. Challenges are opportunities to find solutions; and always putting in my best effort and keeping high professional standards. Importantly, working with

the right team and collaborations are key, you cannot do it alone.

We have growing concerns for Africa and its growth, ranging from economic uncertainty, changing political agendas and policies, fluctuating regulations, insecurity, and perception of corruption which remains a major risk to confidence and growth. What is your take?

The continent has its challenges, especially the impact of COVID on health and livelihoods. Sometimes it can seem overwhelming especially when the negatives are constantly been spotlighted. I think we need to concentrate on the opportunities and our ability to make an impact within our spheres of influence. If we are to do that



We also need to change the narrative, project the positives externally, understand that we have the power to create our solutions, and, importantly work towards them.



collectively, the impact would be significant. We also need to change the narrative, project the positives externally, understand that we have the power to create our solutions, and, importantly work towards them. We have the inputs necessary for success, like a youthful population, natural resources, creativity, drive, and talent. We need to harness those at scale to create positive outcomes for our countries and the continent of Africa.

What is your position on the new African Continental Free Trade Agreement, (AfTCA)?

AfTCA creates the largest free trade area in the world in terms of the number of countries. It is an ambitious plan to fuel Intra African trade which is still too low, only about 13%. This is compared with other economic zones that have reached up to 60% (in the case of the EU). It will allow the possibility of economies of scale to help provide opportunities, especially to the smaller business. With all but one of the countries signing, it signals the political-will across the continent is strong.

The implementation is the next phase with the official launch a few months ago and many barriers need to be swept back for this to be successful e.g. visa-free travel, harmonization of import taxes, passing of the relevant local laws, and efficient border controls. This is a great opportunity for the continent to stimulate growth collectively and the governments need to work together to



make sure it lives up to its promises.

What project are you currently working on?

I am undertaking a research project as part of a part-time Masters in Entrepreneurship at the University of Cambridge. Unlike previous degrees where it was about a qualification for myself, this time the focus is on the impact to Entrepreneurs and Leaders and to support my work to create a platform to benefit Women Business Leadership.

The portrayal of Africa in the western world often focuses on clichés, stereotypes and negatives that sums up the world's 'narrative' of this great



continent, AFRICA. What are your untold stories and realities of Africa?

The 25th of May, 2021 was Africa Day, where the theme is Arts, Culture, and Heritage designated by African Union. My grandfather was the son of Princess Alero of Itsekiri Land, the daughter of the Olu (King) of Warri, and as a Chief, he was immensely proud of his heritage and we were exposed to the richness of our culture from the earliest of days through language, food, dress, music, and traditional ceremonies. I have also been privileged to have had a home in five African countries from East to West and Central Africa and have experienced the breath of African culture and African landscape first hand. It's breath-taking and beautiful.

From the history of our continent as the cradle of mankind, to our contemporary arts, music, film, cuisine, clothing industries, I am not sure if any other continent has such diversity. Our dynamic and talented youth and our professionals excel in all fields around the world, including medicine, science, and academia. What we have not done well is to be our own advocates and to share our narrative consistently and to scale. To focus on the positives, whilst we sort out the negatives is the way we need to go. I think we need to collectively accept that the only way to change minds, for the world to see us as we are, is if we take it as our responsibility to educate the rest of the world about our Africa. That is the way to overcome as Chimamanda Adichie termed it, the "Danger of a Single Story".

What is the best advice you have ever received and how did it affect you positively?

As a recently newly minted credit analyst, one of my first responsibilities was to work on a proposal for a multinational for a credit line of several millions of dollars. My boss said to me cryptically, "You are new, next time you will be new, and the next time..." What I learned quickly was that he was saying it was important to get it right the first time, and not rely on the excuse of being a newbie otherwise you could quickly develop a reputation for producing below standard work. It was excellent advice and at the age of 23, after one of my credit requests went to

the CEO to sign off, he instructed that credit packages should be standardised to ones I had created. This advice I still hold dear today, to always put in my best effort and keep high professional standards right from the very start.

If you had the magic wand to turn the hands of time, what would you do differently?

I think when I was in the corporate world and especially as a manager, I would have encouraged the building of professional networks to support women in their careers. Women benefit from having peer groups and senior women as a support system.

It is still not easy for women to rise. Less than 7% of CEOs of the world's largest organizations of the world are women. It helps you to share your journey and gain knowledge from those who have done it before you. Organisations need to change, the working environment needs to be rebuilt for women as well as men, and strong networks of women can help to facilitate that change.

What are your future projections?

With the severity of the impact of the pandemic on the world economy and particularly on Africa, the next couple of years will be tough. Still, I like to be optimistic. The COVID situation has awakened the global leadership to the fact that there is a need to collaborate to solve the crises the world is experiencing. Values are changing and organisations are now beginning to

embrace issues such as diversity, equity, and inclusion more strategically and recognising that the sustainability of our planet is a priority.

There is evidence that new Generation Z is passionate about values, projections, or simply optimistic, I feel we are moving into a new period where people begin to take more collective responsibility rather than looking simply at their organisation's bottom line, or what's happening within their borders. Some of the most intractable issues are in areas of the world where there is on-going conflict. Securing peace is the only solution and this is where more action from the global community is needed.

How do you unwind?

I love to spend time with family, with living in different countries and cities, family time is precious, and even better is, we love sharing meals whether home-cooked or out in a favourite restaurant. As the world opens up again and travel begins, I love to spend time visiting museums and galleries. And nothing beats relaxing on the beach in the sun, whether home in Nigeria or France, just doing... nothing! Thank you for having me, City Scope Africa.

PHOTO CREDITS:

Avandis Consulting (Cover and few others), Bayo Omoboriowo (Photo with Dr. Anino sitting left with Nigeria's President Muhammadu Buhari at a meeting in France) and L'Belle Paris (Last Photo).

EVER BEEN GHOSTED BY A POTENTIAL EMPLOYER BEFORE? WORST FEELING EVER...

“Actually, it’s baffling! You don’t want me on the job, at least do me the honor of telling me, not leaving me hanging and hoping in hopeless hope” – Anon

“I just feel it’s unfair to a struggling Nigerian youth. I put so much hard work to applying and attempting their tests too.” - Anon

“Recruiters should do better. It is totally pointless ghosting someone who put their all into applying for a job and hoping for the best. Then boom! You just let them alone second guessing their hard work.” - Anon

“Even if I didn’t do well, tell me. Tell me where my flaws lie and then I’ll do better in another interview. But just going MIA on me like that hurts my feelings” – Anon

“Nobody really wants to hear or read a rejection titled mail but then, live goes on. You just strike that out and do better. But just ghosting someone is really bad. Should we call it pride on their part?”

In recent times, in the world of workforce, “Ghosting” has become a societal norm and a household name amongst job seekers. Recruiters just tend to leave applicants in the dark as to whether or not they qualified for the job they applied for. And being left in the dark sometimes is excruciating, especially when one has put in so much into the job application and recruitment processes.

I am not specifically referring to those who just submitted their resumes and didn’t get any response, I mean, it can’t be helped. Out of hundreds and sometimes thousands of resumes submitted, it is only reasonable to pick the best of the best. But then those who has put in the effort already, those that have attended interviews and gone through some strategic process of recruitment should at least be treated

as a high value recruiter who have the recruiter's attention already, even if it's not entirely.

Consequently, recruiters that ghost applicants are not to be entirely blamed. They have a picture of what they want in their minds already and since you didn't fit, they just can't bare to settle for substandard. It'll tell on the company.

However, if you want to exit the zone of the ghosted one, these few tips could help.

Tip 1: Ask your interviewer when to expect a feedback.

Tip 2: After the interview, ask your interviewer who you can contact, should in case you don't get a feedback soon.

Tip 3: Be sure to follow-up and be in the know of what's going on in the background, why there is a delay, if any.

Tip 4: Communicate persistently. It will seem as though you are chasing them but hello... no one has ever been arrested for chasing their potential employer for a job they applied for.

Tip 5: Stay open to other opportunities. Before whatever it is you are expecting get into your hands, don't allow yourself put your life on hold. Actively keep an eye on other jobs.



WRITTEN BY:
Tomisin Awogbami



MENTAL HEALTH AWARENESS **FOR AFRICANS IN THE DIASPORA**

.....cont'd from last issue

Phobias

A phobia is an extreme form of fear or anxiety triggered by a particular situation (such as going outside) or object (such as spiders), even when it's very unlikely to be dangerous. A fear becomes a phobia if the fear is out of proportion to the danger, it lasts than six months, and has a significant impact on how you live day-to-day life.

Eating problems

Eating problems are not just about food. They can be about difficult things and painful feelings which you may be finding hard to face or resolve. Lots of people think that if you have an eating problem you will be over-or underweight, and that being a certain weight is always associated with a specific eating problem, but this is a myth. Anyone, regardless of age, gender, or weight, can be affected by eating problems.

The most common eating disorder diagnoses are anorexia, bulimia, binge eating disorder, and other specified feeding or eating disorder. But it's also possible to have a very difficult relationship with food and not fit the criteria for any specific diagnosis.

Obsessive-Compulsive disorder

OCD is a type of anxiety disorder which has two components and it's a lot more complex and serious. The term is often misused by people in daily conversation- for example you might hear people talk about being 'a bit OCD', if they like things to be clean and tidy. But the reality of this disorder is a lot more than that. OCD has two main parts: obsessions (unwelcome thoughts, images, urges, worries or doubts that repeatedly appear in your mind; and compulsions

(repetitive activities that you may feel you have to do to reduce the anxiety caused by the obsession).

Schizophrenia

Many views on schizophrenia have changed over the years. Lots of people question whether it's really a distinct condition, or actually a few different conditions that overlap. But you may still be given the diagnosis if you experience symptoms such as:

- psychosis (such as hallucination or delusions)
- disorganised thinking and speech
- feeling disconnected from your feelings
- difficulty concentrating
- wanting to avoid people
- a lack of interest in things
- not wanting to look after yourself.

Many psychiatric experts disagree about what schizophrenia is, some people argue that this term shouldn't be used at all. Others think the name of the condition doesn't matter, and prefer to just focus on helping you manage your symptoms and meeting your individual needs.

- schizophrenia
- schizoaffective disorder
- psychosis
- paranoia
- hearing voices

Personality disorder

Personality disorder is a type of mental problem where your attitudes, beliefs

and behaviours cause you longstanding problems in your life. If you have this diagnosis it doesn't mean that you are fundamentally different from other people- but you may regularly experience difficulties with how you think about yourself and others, and find it very difficult to change these unwanted patterns.

There are several different categories and types of personality disorder, but most people who are diagnosed with a particular personality disorder don't fit any single category very clearly or consistently. Also, the term 'personality disorder' can sound very judgemental. This can sometimes be a controversial diagnosis and some psychiatrist refrain from using it. And many people who are given this label find it more helpful to explain their experiences in other ways.

- personality disorders
- borderline personality disorder

Public awareness of BPD remains very low.

Bipolar disorder

Bipolar affective disorder (once called manic depression) mainly affects your mood. With this diagnosis you are likely to have times when you experience: manic or hypomanic episodes (feeling high); depressive episodes (feeling low); and potentially some psychotic symptoms.

Psychosis

Psychosis (also called psychotic

experience or psychotic episode) is when you perceive or interpret reality in a very different way from people around you. The most common types of psychosis are:

- hallucinations, such as hearing voices or having visions
- delusions, such as paranoia or delusions of grandeur.

Psychosis affects people in different ways. You might experience it once, have short episodes throughout your life, or live with it most of the time. It is also possible to have a psychotic experience without ever being diagnosed with a particular mental health problem.

Some people have a positive experience of psychosis. You may find it comforting, or feel that it helps you understand the world or makes you more creative.

- paranoia
- hearing voices

Self harm

Self-harm is when you hurt yourself as a way of dealing with very difficult feelings, painful memories or overwhelming situations and experiences. You may not know why you self-harm, but it can be a means of expressing feelings that you can't put into words or think clearly about.

After self-harming you may feel a short-term sense of release, but the cause of your distress is unlikely to have gone

away. Self-harm can also bring up very difficult emotions and could make you feel worse.

Suicidal feelings

Many people experience suicidal thoughts and feelings at some point in their lifetime. They can be very unpleasant, intrusive and frightening, but having thoughts about suicide doesn't necessarily mean that you intend to act on them. Most people don't go on to attempt to take their own lives.

However, if you feel you may act on suicidal feelings and become unable to keep yourself safe then this is a mental health emergency. It's important to treat it as seriously as you would any physical health emergency, and seek urgent help- for example by dialing 999 in the UK, going to your nearest Accident & Emergency hospital unit, or calling the Samaritan on 116 123.

To be continued in next issue.....

Anxiety UK: **03444 775 774** (helpline)
07537 416 905 (text); anxietyuk.org.uk

Advice and support for people living with anxiety. **ICE: nice.org.uk**



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