Ignite

UNLEASH YOUR INNER FIRE,
STEP OUT, STEP UP, STAND OUT

LOICE MUTETI

*Co-author, **She Leads:** Optimizing Leadership through Strategic Training, Coaching & Mentorship*

IGNITE

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Set your Life on Fire!

Ignite the flames of transformation in your life with the captivating insights by Loice Muteti, a distinguished transformational and personal leadership coach. Brace yourself for a profound journey as you delve into her life-changing book, "IGNITE!"

Loice skilfully guides you through an exploration of your inner fire, propelling you to new heights of inspiration and personal growth. This transformative journey is a catalyst for unleashing your God-given purpose and learning the art of stimulating and maximising your leadership potential.

Prepare to soar to unprecedented heights as you absorb the wisdom within these pages. "IGNITE!" is more than a book; it's a roadmap to awakening your inner brilliance and living a life ablaze with purpose and leadership excellence.

Dedication

Inside every woman is a little girl, trapped within an adult woman's body. Within her, great dreams reside. Some dreams are vibrant and flourishing, while others have been subdued by circumstances or stifled by people and events.

The great question is: Who caged your dreams?
Who clipped your vision ? It is your time to soar.
It is your time to unleash the fire within
The blue skies await your ascent.
The vast oceans call for your journey.

I dedicate this book to every woman who wants to be more.

The woman who has dreams and visions and desires to ignite them.

The woman who wants to live a purposeful life.

The woman who is committed to arousing the royalty within her and living as a queen.

It is for every woman who desires to excel, to be confident, and to have good courage.

I pray this book activates your greatness.

That you will love, appreciate, and acknowledge yourself more.

That you will know that this world requires a **Woman ignited.**

Acknowledgment

To my husband, Mr. Tomato, you are my friend, sounding board, and mentor. You have been patient with me and nurtured my gift. I am blooming because of you.

To my parents, I would not be here without your unwavering love and support. You ignited the spark of excellence in my life while I was a little child. You instilled in me values that I hold dear and have shaped my life.

To my children, you are the very reason I keep my flame ignited. You have encouraged me to be the best version of a loving, caring, and, most of all, ignited mom.

This book would not have been possible without the Woman of Excellence community. You inspire me every day to be the best version of myself.

To the House of Wealth Publishers, this would not have been possible without you. You have been meticulous so that this book communicates, inspires, and impacts.

I acknowledge all my mentors and coaches. You set me ablaze to live my purpose.

To God be the glory and honour for enabling me and the entire team to bring this gift to the world.

Endorsements

It is with immeasurable pleasure and honour that I endorse the book ***Ignite*** by Loice Muteti. I have known Loice for several years, both as a friend and as a Leadership and Transformation Coach. She is a zealous and enthusiastic lover of God, His kingdom, and people. Being my coach, I can attest that Loice is consistent, enthusiastic, and dedicated in her quest to bring out the best in people, especially in women. Her ability to touch lives through her charisma and avid understanding of God's word is a great asset.

I strongly believe that her witty and amiable personality makes her a role model to people around her. Her book, ***Ignite***, is a wakeup call to women to kindle their potential and God-given abilities. As she reiterates, every woman is a queen. However, it is the duty of women to spark the fire in them. The genuine dynamism in this book is a great resource for every woman.

Rev. Joyce Kariuki, Wife of Bishop Dr. Mark Kariuki,
General Overseer, Deliverance Church International.

I am thrilled to endorse my good friend Loice's inspiring new book, ***Ignite*****:** *Unleash Your Inner Fire, Step Out, Step Up, Stand Out.*

Loice and I share many common interests and values, and her passion for empowering women shines brightly through each chapter of this astonishing work. From sparking dreams and igniting purpose to nurturing growth and unlocking leadership potential, Loice challenges and inspires women to take responsibility for their lives and actions. She encourages them to believe in themselves, build confidence, and unlock their potential to become successful and better versions of themselves.

Each chapter, from "Spark Your Dream" to "Ignite the Spark of Leadership and Legacy," is a validation to Loice's dedication to helping women step up and stand out. Her message is clear and powerful: every woman has the potential to unleash her inner fire and achieve greatness.

Ignite is a must-read for any woman looking to embark on a journey of self-discovery, empowerment, and excellence. Loice's wisdom, passion, and practical guidance make this book a beacon of hope and a blueprint for success.

Angeline Mutua, OGW, Executive Coach

This book is a great motivation for all women to align their mindset for success and take good care of themselves.

Nancy Muriuki
Managing Director, Waumini Insurance Brokers Ltd.

Coach Loice Muteti's relentless efforts continue to reawaken sleeping giants within her readers and mentees.

Reading through the book rekindles the familiar gentle yet firm and loving voice I repeatedly heard on Saturdays during the 5 a.m. "Unleash" classes. A constant dare to dream reminder, an assertion that to live those dreams, self-discipline, clarity of vision, focus, and commitment habits are priceless!

The book ***Ignite*** refines, transforms, and propels the reader towards excellence. Your light bulb is turned on, revealing your unstoppable self!

Ever since I met Coach Loice, my life has never been the same. Each day, I constantly strive to become the best version of myself that I can ever be. The book ***Ignite*** is a hybrid of world-class personal development principles and transforming a queen from defeatism mindset to an industry champion!

Thank you Coach Loice for putting together such rich and practical resource material. Through your great mentorship, I have become a phenomenal woman, leader, mother, and entrepreneur. I am ignited!

Happy reading as you get ignited in pursuit of your purpose-filled life.

Florence Obura
Public Health Leader
CEO, YATUA Expeditions KE Limited

This is an exquisite book - a must-read for any woman looking to ignite their dreams and pursue them! I particularly appreciate the practical tips and actionable steps shared by Loice Muteti to help women ignite their dreams. I look forward to applying the insights gained from this book.

Tapiwa Ankude, CEO, Maya Quantity Surveyors & Project Managers

Ignite! Such a powerful title for this inspiring book.

Coach Loice has proven that a candle can still burn brightly even when it lights other candles. Her determination to succeed and make a difference in her spheres of influence despite all odds is admirable.

She has stepped into her greatness in such a subtle and gracious way. Her purpose in life is to help women discover their inner potential, which is phenomenal. She has ignited hidden sparks in many women and fanned them to big flames.

I have interacted with Coach Loice for more than a decade and have witnessed the incremental growth, passion, and determination to succeed. What she now expresses in this book is a testament to the values she has practiced in her own life, which makes it very impactful.

Excellence has been her trademark in everything that she does, and continuous growth and personal development have been her mantra, which has set her on an upward trajectory as she lives her life purpose.

Her confidence has been demonstrated in her quest to document valuable gems that will guide women to ignite their inner fire, step up, step out, and stand out for many years to come.

I congratulate Coach Loice on this huge milestone.

Dr. Rebeccah Ann Maina, PhD, CHRP (K)
Talent Development Specialist

We all have versions of ourselves we have not fully expressed. Sometimes we forget this, give in to fear, and let the status quo prevail. In this book, Coach Loice reminds us all, that we can all sprout and take up our spaces as women unapologetically. So up we go!

Akuno, Ina Guya, Humanitarian Social Worker.

Press the Purpose Button. Ignite the fire and purpose within you. Press that button and take the first step towards making a difference in everything you touch. Instill a sense of discipline and discover what truly makes you tick. Use the 'Wheel of Life' concept to balance your body, spirit, mind, and soul. Illuminate your flame with confidence and action - only you can do it!

This book will take you through a journey of transformation. I highly recommend this book to any woman seeking to activate her inner fire.

Elizabeth Mulae, Public Relations Professional

This book is a must-read for every woman who has the desire to ignite the hidden potential within her. Coach Loice has gone deep into the hearts of every woman; the fears that we harbour, the potential that is within us, and how we can ignite the same.

The world can never be the same with a woman who is ignited after reading such a gem of a book!

CPA Rebecca Kiplagat
Director of Finance and Administration,
The Judicial Service Commission

If you are looking to phase out the darkness in your life, look no further. Be ready for the lifetime ignition that introduces the light, which will never go out! The book ***Ignite*** is a pack full of energy and knowledge that helps you not only be authentic to yourself but to keep on stepping up on your ladder to be better and better. A build-up of intentional steps to keep yourself ignited. Loice kicks out all the defeat mindsets in you and systematically helps you step up into your path of excellence. You will only get better and stand out by igniting your fire and living as an ignited queen.

Abishag Joy Muriuki
Assistant Relationship Manager
Absa Bank

I am thrilled to recommend Coach Loice's book, ***Ignite***. As someone who has personally experienced the transformative power of her coaching, I can attest to the depth of wisdom and insight she brings to every aspect of personal development and growth.

In ***Ignite***, Coach Loice distils her years of expertise into a comprehensive guide that empowers readers to unlock their full potential. Through practical strategies, inspiring anecdotes, and thought-provoking exercises, she offers a roadmap for navigating life's challenges with grace and purpose.

What sets ***Ignite*** apart is Coach Loice's genuine passion for helping others succeed. Her words resonate with authenticity and compassion, making this book not only informative but also deeply inspirational.

Whether you are seeking clarity in your career, fulfilment in your relationships, or simply a greater sense of self-awareness, ***Ignite*** is a must-read. I wholeheartedly recommend it to anyone ready to embark on a journey of personal growth and transformation."

Jane Gikonyo, CHRP-K
Strategic HR Leader & Career Analyst

Coach Loice Muteti is a great transformative leader. She has shown many great women that there will always be a seat for them at the table if they start by believing in their unique greatness. She has carefully crafted each chapter to guide queens to show up as the best versions of themselves. The journey through this book will offer great inspiration and hope. Women have great untapped potential that can change every home, change every country, and catalyse change globally against all odds.

Mercy Kinoti, Business Coach

If you want to ignite your life and awaken to your greatness, if you feel there's more to your life and you want to tap into that greatness. Then this is the book for you. Why? Because Coach Loice Muteti has spent years coaching women from different backgrounds and careers on how to ignite their dreams, passion, and awaken to their authentic selves.

For the four years since she started coaching me, I've made strides not only in my career but also in my personal life. She pushes one to examine one's beliefs and awaken to a new way of thinking.

You'll never be the same again.

Jane Gakere
Modern Trade Manager

Coach Loice has helped several women unleash their inner selves and step out of their comfort zones, both in their careers and finances. She dedicates all her energy and passion to changing women's lives, and I am personally grateful for her life coaching skills. This is a must-have book; don't miss a copy of ***Ignite***. This book will change your life 360 degrees.

Susan Oduor, Electrical Engineer

I love the simplicity of the book and, above all, the reflection part, which is a game changer.

Dr. Olive Tindika, Ph.D.
Director, Olivine School

This is a masterpiece! It is a must-read for every woman, irrespective of her level or status in society. Every woman desires to live a fulfilling life - a life of happiness - a purposeful life, but that silent voice within her often pulls her back and tells her she is not enough; she is not capable. This book will help silence that voice and ignite every woman to live to her full potential.

Dr. Serah Waitiki, Ph.D.
Director, East African School of Aviation
Kenya Civil Aviation Authority

I am thrilled to wholeheartedly endorse Loice's empowering book, ***Ignite*****.** With profound wisdom and practical guidance, ***Ignite*** serves as a roadmap for personal transformation and fulfillment. Through her insightful narrative, Loice inspires readers to embrace their potential, overcome obstacles, and cultivate a life of purpose and authenticity. This book is an inspiration for anyone seeking to unleash their inner fire and embark on a journey of self-discovery and growth. I highly recommend it to all who are ready to take charge of their lives and soar to new heights.

CHRP(K), SPHR_i Jedida Kyalo

Senior Manager, Talent

It is a must-read for every woman who wants to unleash the magnificent queen in her. This amazing book is about igniting confidence, elegance, self-love, self-care, and recognising the power within. It narrates on how to nurture personal growth and sparks the leadership purpose of a woman. Your dreams, vision, and purpose in life will become vibrant after reading this book. I highly recommend it.

Rebecca Kariuki

Entrepreneur: Permyz Decor & Designs

Ignite: Unleash Your Inner Fire by Coach Loice Muteti is a game-changer. This book provides a roadmap to personal empowerment and success. The book's approach is both inspiring and practical, offering readers tools to overcome obstacles and achieve their goals. Whether you're a seasoned professional or just starting out, this book will help you find your inner fire and stand strong in your pursuits. A truly transformative read!

Juliet Miano
Prisons Officer

Prepare to set your spirit ablaze with this captivating masterpiece! This extraordinary book by Coach Loice is a rallying cry for those yearning to break free from the ordinary and embrace the extraordinary. With eloquent wisdom and actionable guidance, it empowers you to step out of the shadows, rise to your true potential, and boldly stand out in every aspect of your life. It is not just a book - it's a life-changing journey. Be ready to be inspired, transformed, and become unstoppable.

Teresia M. Loki, CPA
A Financial Expert and an Educator

This book is an extraordinary testament to the power and potential of women. It blazes a trail of inspiration, urging women to embrace their innate abilities, rise above challenges, and leave indelible marks in their spheres of influence.

This is a call to action, igniting the flames of ambition and courage in every reader. With insightful wisdom and practical advice, the author empowers readers to tap into their unique strengths, unlock their full potential, and set their sights on new horizons.

The theme *unleashing your inner fire* resonates deeply throughout the pages of this book. It encourages women to embrace their passions, harness their talents, and pursue their dreams with steady determination. Whether you are a seasoned leader or an emerging trailblazer, it serves as a compass, guiding you on a transformative journey of self-discovery and empowerment.

By amplifying the voices of women from all walks of life, Coach Loice helps us celebrate the richness of our experiences and the power of collective wisdom. Through shared stories and practical insights, she fosters a sense of community and solidarity, reminding us that we are stronger together.

As a woman navigating the complex landscape of leadership, I cannot overstate the impact my interaction with Coach Loice has had on my personal journey. She is like a lighthouse, lighting the way forward, and has inspired me to defy expectations, break barriers, and lead with purpose. I am working towards becoming a better version of myself in every aspect.

This has been evidenced in my family, where we have achieved some goals in a record time of twelve months, yet we have been pursuing them for almost two decades, not forgetting the reading culture that has become part of everyone in my home.

This has sparked my passion for healthy families and helped me become more intentional in working towards transforming Kenya, one woman, one marriage at a time.

If you are ready to unleash your inner fire, step out of your comfort zone, step up to your greatness, and stand out as a leader, then ***Ignite*** is the book you have been waiting for. Dive in, and let its transformative message spark a revolution in your life and leadership.

Virginia Waihiga Maina
Programme Coordinator & Trainer, Virtuous Woman Programme

This is a book that everyone should read. Within these chapters, there are resounding bells, calling to action the superwoman in you.

Today's world demands a different breed of thinkers—people who can challenge the status quo and make a difference.

This book will remind you of the immense strength that is in you to make a difference in your life. There is absolutely no option to settle for less than the very best of everything. Adjust your crown, Queen; the world is ready for your magnificence.

Evelyne Ndanu

Banker

Foreword

Every woman possesses an innate potential for greatness and the ability to make a significant impact in the world. This potential only needs a spark to reveal the abundance within; at home, professionally, spiritually, and in every venture, she dares to undertake. Like a mustard seed that grows into a towering tree under the right conditions, a woman's potential blossoms and multiplies when nurtured in a conducive environment.

The key to unlocking this potential is to ignite it. This book is about awakening the greatness and unleashing the magnificent queen within. As the author aptly posits, it is about activating inner excellence and stirring the courage and confidence needed to dress up, step out, step up, and stand out. By stepping out, one can tap into the many opportunities waiting to be discovered.

God placed each of us on this planet for a purpose. It takes ignition to realize that purpose; otherwise, it remains dormant and may never be tapped. Everyone dreams, but those dreams remain unfulfilled if not executed. Therefore, we must spark our dreams to life, visualize them, and actualize them. When we stop dreaming, we cease to truly exist. Hence, the author calls for continuous reflection to gain a better understanding. Reflection provides a platform to set

a clear vision and generate strategies that guide our actions toward achieving our purpose.

The mystery and miracle of birth, seen as the origin or beginning, are bestowed upon women to nurture until the precious being growing inside them can embark on their earthly journey, fulfilling God's purpose. This special and unique role of co-creation elevates women. Additionally, women serve as role models and leaders, starting at the family level and extending into the corporate world, professional realms, and spiritual spheres, demonstrating their prowess.

We encounter many great women in the Bible who ignited their potential and stepped out to fulfil their purpose. These include: Miriam, the first woman prophet; Deborah, the judge; and Esther, the queen who dared to approach the king to save her people. Rahab, risked her life to hide the spies and save them. Likewise, in the twenty-first century, we have women leaders like Mother Teresa who have significantly impacted the world in their unique ways. However, despite constituting more than half the world's population, women remain a minority in top leadership positions in most spheres.

Efforts to empower women have been championed by world governments, religious organizations, and non-governmental organizations. The United Nations spearheads initiatives promoting women's leadership,

economic empowerment, and gender equality. In Kenya, this is evident in the Constitution's push for the one-third gender rule, special funds dedicated to women, a dedicated seat for women representation in parliament, gender mainstreaming policies, and the recent pronouncement by the Head of State during International Women's Day celebrations advocating for alternate running mates for key leadership positions at both national and county levels.

Women have also developed their own strategies and activities to support self-improvement and capacity-building. These include self-help groups (popularly known as 'Chamas' in Kenya), organizations like the Women on Boards Network (WOBN), which promotes women in board leadership, and coaching platforms like Blue Waters Coaching, initiated by the author of this book, targeting ambitious women seeking to become better versions of themselves. All these efforts are geared towards encouraging women to 'stand up and be counted' in leadership positions.

I therefore invite each one of you to take the journey of reading through the twelve (12) chapters of this book and be ignited to unleash your potential. It will inspire, motivate, and propel you to reflect on and understand yourself better while spurring your inner strength, courage, confidence, and excellence, resulting in the emergence of a better version of you.

Prof. Joyce Agalo, Ph.D.
Vice Chancellor, Machakos University

Introduction

— STEP UP INTO YOUR GREATNESS —

"You were designed for accomplishment, engineered for success, and endowed with the seeds of greatness." ~ Zig Ziglar

You are not broken; you are already great.

You have a flicker of greatness within you.

You don't need anyone to make you great or anyone's permission to be great.

Did you know that you already possess everything you need to be an ignited woman?

So why then do some women succeed, live happier lives, and accomplish more than others in the same environment?

What makes these women tick?

The greatest discovery of this century is the awareness that a woman can be all she wants to be. She can do the things she enjoys and possess anything her heart desires.

This realisation alone can ignite a woman's soul and drive her to excel!

An ignited woman knows who she is in the eyes of God. She is not a beggar but a daughter of God. She walks with confidence, her eyes shining brightly, with a spring in her step. She smiles not because she has always been on mountaintops, but because she has faced the thorns in the valley with grace.

This is the woman I am introducing you to, a woman I know well because I have walked in her path.

Growing up, I read many heart-warming stories of queens and princesses. One of these tales is the classic fairy-tale of Cinderella; a young girl mistreated by her stepmother and stepsisters who discovers that dreams can come true.

Let me remind you of this story and invite you to reminisce with me!

> *Once upon a time, there lived a beautiful and elegant girl named Cinderella.*
>
> *She lived with an evil stepmother and stepsisters who despised and mistreated her, forcing her to work as a maid.*

One evening, an invitation arrived from the King for the Prince's ball at the Royal Palace.

Everyone eagerly anticipated this prestigious event, including Cinderella. Sadly, her stepmother and stepsisters forbade her from attending, crushing her heart. Cinderella longed to experience a taste of royalty, even if just for one evening.

Left behind while her stepsisters went for the ball, Cinderella sat in the kitchen, lost in thoughts of attending the palace. Suddenly, her fairy godmother appeared before her! Granting Cinderella's wish, the godmother magically transformed her appearance, providing a coach, servants, a beautiful dress, and perfectly fitted glass slippers.

However, she warned Cinderella to leave the ball before midnight.

Dazzling in her new attire, Cinderella captivated everyone at the ball, especially the prince, who danced with her throughout the night. Lost in the festivities, she forgot her fairy godmother's caution and fled as the clock struck midnight, leaving a glass slipper behind.

Realising Cinderella had vanished, the prince searched for her. Finding the glass slipper, he vowed to marry whomever it fit. Despite trying it on all eligible women in the kingdom, including her cruel stepsisters who had mistreated her, the slipper remained unclaimed.

Cinderella's only friends, the mice, helped her escape confinement and try on the slipper. To everyone's amazement, it fit perfectly. The slipper seemed destined for her.

The prince married Cinderella, and they lived happily ever after.

Who would have imagined that a girl like Cinderella could end up in the royal palace?

That is my story—I have danced with the prince!

The glass slipper has finally found its match.

But how did my story begin?

When I was around seven or eight years old, I had a strong desire to become a teacher. The idea of being a teacher brought me immense joy. At home, I would pretend to be a teacher, envisioning a classroom of students listening to me explain different concepts.

Surprisingly, I found myself enjoying these imaginary conversations. Armed with a blackboard and chalk, I would engage in teaching scenarios, even laughing and becoming irritated at the fictional students who weren't paying attention.

My passion for teaching remained steadfast. After completing high school, I pursued a Bachelor's degree in education. After graduating with my degree, I was eager to embark on a fulfilling career in education.

However, upon leaving university, I faced the harsh reality of a scarcity of teaching positions. My dreams were crumbling before my eyes, following an unexpected trajectory.

Feeling disoriented, bewildered, and crestfallen, I believed my teaching aspirations were fading away before they even had a chance to materialise.

Fortunately, a glimmer of hope emerged when I was offered a job interview for an administrative role. It was a breath of fresh air after a period of uncertainty. I landed the job, marking the inception of a new career path. I came to understand that sometimes God presents us with opportunities that differ from what we originally envisioned. Our task is to identify the seeds of greatness that already lie within us

and nurture them. Just like a seed's true beauty is concealed on the inside, within it lies the potential to grow a forest.

In the ensuing years, I tended to my metaphorical forest of greatness and thrived in supporting teams within various organisations as a seasoned administrator.

Transitioning from a classroom instructor to an executive in dynamic work environments was exhilarating. To meet the demands of this new role, I pursued a postgraduate degree in Business Administration. Equipped with a Master's degree in Business Administration (Human Resource Management), my aspirations began to blossom.

Not contented with stopping there, I delved further by pursuing a Higher Diploma in Human Resources. This was ignited by a fervent desire to excel in human resource development. Motivated by the desire to reach my full potential, I chose to step out of my comfort zone. An inner voice reassured me that I could be the catalyst for change in my world. I worked hard. I devoted myself diligently. I burned the mid night oil. My efforts were not in vain. I was honoured as the top student of the year upon completion of the course.

This success fueled my zeal to explore this newfound territory and propelled me forward with an unwavering determination. To my surprise, new opportunities sprouted. It was like a forest of possibilities. From human resource training consultancies, speaking engagements to facilitating team building trainings, my career was shining bright. I honed my skills and soon became a sought-after training consultant. I was on fire!

A spark was lit, growing into a bright flame that ignited me. I was sowing seeds of greatness for future generations. Those who crossed my path were inspired to pursue their purpose and be productive. My efforts were not in vain.

As the years passed, I emerged as a leading figure in people development. I acquired certifications in HR practices. The Certified Human Resources Professional-Kenya (CHRP-K) was a crown to my efforts of being a people developer. As a learning and development professional, my heart was satisfied. My job was to make the most out of people's talents and help them develop to their full potential. I was focused not just on people's needs but also on the needs of their organisations. I thought this was it. I had arrived. Interestingly, that was not so!

“For me, becoming isn’t about arriving somewhere or achieving a certain aim. I see it instead as forward motion, a means of evolving, a way to reach continuously toward a better self. The journey doesn’t end.” ~ Michelle Obama, Becoming

There is always the next improved version of yourself. My journey of becoming was evolving! I was becoming a leader, a catalyst for people transformation. In this season, coaching was becoming the new buzz word that promised transformational change in people development. I dove right in. It was a new exhilarating space to help people move from where they were to become better leaders both in their personal and professional development. The coaching process unlocks human potential and increases productivity and leadership effectiveness.

This is my new territory. When I look at where I have come from, I realize it is a three-step process of manifestation. The first step was to spark my dream. This activation empowered me to align to my dream of being the catalyst of people development. The second step was embodiment. This has been about living and expressing my values, beliefs, and emotions in a way that is congruent and visible through my actions and presence. Embodiment has created authenticity in my life. The third step was the process

of "becoming".

The process of "becoming" has been a continuous journey of self-improvement through self-awareness, goal setting, and learning new skills. It has included: acting, the building positive habits, overcoming challenges, and maintaining a growth mindset.

This lifelong commitment to growth has enabled me to contribute positively to others and help them achieve their fullest potential.

As at the publication of this book (2024), it has been two decades of teaching, training and coaching individuals and teams towards personal and corporate success. My childhood dream of becoming a catalyst of people development has become a reality. In 2021, I received a certification from my mentor Dr. John Maxwell.

Dr. John Maxwell is a well-known American author, speaker, and expert in leadership development and personal growth. As a Dr. John Maxwell Certified Leadership coach, trainer, and speaker, I have gained advanced leadership skills, increased my professional credibility, gained access to a worldwide network of leaders, and continuous resources for growth.

Every woman holds a dream of destiny—a dream that is valid and cannot be lost, only temporarily covered. When ignited, you regain the power to uncover it and unlock your potential. All it takes is to spark that dream.

The spark of your dream commences with a clear vision that guides you through life, leading you to where you belong. Regardless of how long it takes to understand your destiny, your vision will guide you to a place filled with possibilities and where you can flourish.

The Bible says, "Where there is no vision, the people perish." ~ Proverbs 29:18

Throughout my life, I have embarked on a journey to understand why some people live extraordinarily while others never feel fulfilled.

I have discovered that successful individuals usually have bigger dreams and take action to bring those dreams closer to reality.

In my own life, I have emulated successful people in various areas. Success leaves clues. Successful people have a particular way of thinking and acting. Today, I celebrate the person I have become. A queen who proudly wears her crown with confidence.

I have found my sweet spot. My purpose has been reignited. I empower ambitious women leaders to ***Ignite***. Through my three-step transformation method of "Step OUT, Step UP, Stand OUT" I work with them to lead, thrive and flourish. I educate, train, and coach them to enhance their personal growth. I guide them through a journey of self-discovery to find and embrace their voice.

My mission is to make a positive impact in the world by transforming one woman at a time. I am a world-igniter. This book chronicles the journey to ignite your dreams so that you can live the life you have envisioned. It aims to inspire you to reach for your dream of destiny. Your dream is valid. You can break free from the chains of fear and inaction.

Just like Cinderella, do not lose hope. Your circumstances will improve. You can find your prince. This book will lead you on a journey to rediscover yourself, pick up your crown, and live a purposeful, confident, and productive life.

Each chapter will delve deeper into the conversation. At the end of each chapter, you will find a summary of the key takeaways and coaching reflections to help you internalise the lessons learned. You will also find an inspiring testimonial of a woman just like you who got ignited.

It is essential to have a journal (notebook) where you can reflect and respond to the coaching reflections.

I encourage you to dedicate at least 20 minutes to the coaching reflections.

During your reflections, minimise distractions and follow your heart's guidance.

You may choose to be in a quiet room or out in nature. The goal is to be as comfortable and peaceful as possible while engaging in reflection.

Always remember,

You can live your best life.

You can be the voice of your generation.

You can impact the world.

You can Ignite your dreams.

Loice Muteti
Certified Leadership & Transformational Coach
Founder, Blue Waters Life Coaching
Host, I am Leading Book Club
Rich & Royal Abundant Ladies Club
Co-author, She Leads: Optimising Leadership through Strategic Training, Coaching & Mentorship

My Personal Ignition Declaration

I, _____ declare that I have a bold dream, a compelling vision, and a burning desire to achieve it.

My dream is valid. I will no longer settle for a life that is less than what I know I deserve.

It is my time to ignite my dream. I commit to fueling the flame and enhancing the quality of my life from its current state.

I will persist and act upon the insights in this book, which will empower me indefinitely. I will not leave any task unfinished. I will tirelessly work to fuel my dream and unleash a better version of myself.

I am accountable for maximizing my potential and shaping my destiny.

I have the power within me to accomplish this.

Signed: _____

Date: _____

Chapter 1

SPARK YOUR DREAM

Awaken the Sleeping Queen

"Never underestimate the power of dreams and the influence of the human spirit. We are all the same in this notion: The potential for greatness lives within each of us." ~ Wilma Rudolf

You have a unique fire burning within you.

It is yours and yours alone.

No one else in the world possesses it.

This fire is eagerly waiting to be expressed uniquely by you, just as you are. Once you ignite it, you will illuminate the world with your brilliance. As you express the fire, it does not have to burn or hurt anyone. It

should warm and nourish you and everyone in close proximity.

Every woman harbors a queen within her; a queen that symbolizes her brilliance and her passion. This queen wears her crown proudly and embraces her true self. She harnesses her inner strength to become the best version of herself.

Your mission is to ignite this fire. By sparking this flame, the queen within you will awaken. You will come to understand that you control your happiness and joy and that you can fulfil all your dreams.

Wilma Rudolph, whose quote is at the beginning of this chapter, is a woman who dared to awaken the dormant queen within her. Born prematurely as an African American girl, she faced many challenges in her early years, including various childhood illnesses that resulted in a disability. Despite these obstacles, she overcame them and went on to become the fastest woman runner in the world in 1960, winning three gold medals in a single Olympiad. She broke gender barriers in a male-dominated track event and displayed confidence in her abilities.

Nothing could deter Wilma Rudolph from pursuing her dreams. Not even her challenging childhood or physical disability could halt her. She had a dream,

and she pursued it relentlessly. Her dream gave her the gift of perseverance, and she knew deep down that she had the potential for greatness. She triumphed over her past and claimed her power.

It is incredible when we reclaim our power, awaken our dreams, and embrace a stronger version of ourselves, isn't it?

This narrative reminds me of the greatest teacher of all, a master igniter named Jesus Christ.

One day, while Jesus Christ was with his disciples on a boat, he fell asleep after a tiring day of performing miracles and healing the sick. Suddenly, a fierce storm arose on the lake, causing the boat to be engulfed by waves. Despite the chaos, Jesus continued to sleep soundly, undisturbed by the storm.

Terrified that they were going to drown, the disciples woke Jesus up. Upon awakening, he rebuked the storm, and instantly, calmness prevailed. By doing so, he initiated a new phase in their journey.

This bibe story mirrors what occurs when you awaken the dormant queen within you. The Queen will guide you back to your true purpose, leading to increased success and a greater sense of control and enthusiasm for life.

When your inner fire is ignited, its impact is contagious. Your energy motivates others to action. Much like Jesus calming the storm as he awoke, you too have the power to influence the storms in your life. This empowerment arises when you awaken the sleeping queen and set forth a fire that spreads from you to others.

As a result, you will notice transformative changes in your life, which will attract numerous opportunities.

Brilliance is a true gift, but not a treasure until you use it to improve someone else's life." ~ Anonymous

Let us now draw inspiration from another great igniter, the late Prof. Wangari Maathai, a pioneer who championed environmental conservation through her Green Belt Movement. Prof. Maathai envisioned a pollution-free environment and tirelessly worked towards planting more trees and safeguarding the environment from degradation.

"Those of us who witness the degraded state of the environment and the suffering that comes with it cannot afford to be complacent. We continue to be restless. If we carry the burden, we are driven to action. We cannot tire or give up. We owe it to the present and future generations of all species to rise and walk!" ~ Wangari Maathai, Unbowed

Professor Maathai did not just sit back. She acted every day to actualize her dream. A visit to Karura Forest, Kenya tells this story. Her dream was not popular, but she believed in it. It was a struggle for democracy, peace, and environmental sustainability for future generations. Her efforts were not in vain. She was recognised as the first African woman to receive the prestigious 2004 Nobel Peace Prize.

I am reminded of her conviction. "I may be insignificant, but I certainly don't want to be like the animals watching as the planet goes down the drain. I will be a hummingbird. I will do the best I can." The story of the hummingbird is one of courage and resilience. The bird had a bold vision, and nothing could deter it.

In the heart of an expansive forest, a raging fire threatened to devour everything in its path. The woodland creatures, gripped by a sense of helplessness, stood at a distance, captivated by the destructive force unfolding before their eyes. Among them was a diminutive hummingbird, its tiny wings buzzing with determination.

While the other animals gazed in despair, the hummingbird declared, "I won't stand idly by; I will take action against this inferno!" Swiftly, it darted

towards the nearest stream, delicately scooping up a minuscule droplet of water. Undeterred by its size, the hummingbird tirelessly ascended and descended, repeating the process with unwavering dedication.

The larger animals, like the mighty elephant equipped with a substantial trunk, watched in disbelief. Skepticism filled the air as they questioned the hummingbird's ability. "What difference can you make? Your size is too insignificant, your wings too small, and your beak can only carry a mere drop at a time," they exclaimed, voicing their doubts.

Yet, undaunted by the skepticism surrounding it, the hummingbird turned to the disheartened assembly of animals and asserted, "I am doing the best I can." In the face of overwhelming adversity, the tiny creature epitomized resilience and a refusal to succumb to despair, embodying the spirit of determination against insurmountable odds.

Just like the hummingbird, a dream starts with a bold vision. The vision must be compelling and transcend the ordinary. It is what sets outstanding leaders apart.

The story of a young girl, Malala Yousafzai, is a demonstration to the power of standing up for what you believe in, no matter the cost.

Malala was born on July 12, 1997, in Mingora, a town in the Swat District of Pakistan. Her father, Ziauddin, ran a school, and from an early age, he instilled in her a love for learning and a passion for education.

"From the very beginning, I was different," Malala recalls. Encouraged by her father's example and advocacy, she understood the transformative power of education. But the Swat Valley was changing. The Taliban, a militant group, was tightening its grip, and girls' education became a target.

"I remember the day the Taliban took over our town. They issued edicts banning girls from going to school, and suddenly, my world turned upside down. But I knew I had to do something."

At just 11 years old, Malala began blogging for the BBC under a pseudonym. She described the fear and uncertainty she and her peers faced, but she also wrote about her unswerving desire to learn. Her words resonated far beyond the Swat Valley, drawing international attention.

"Writing that blog was my way of fighting back. I wanted the world to know what was happening in my beautiful valley. I wanted people to understand that education was a right, not a privilege."

Malala's bravery grew, and so did the risks. The Taliban was known for its brutal enforcement of their rules, and Malala's outspokenness made her a target.

"On October 9, 2012, as I was riding the bus home from school, a man boarded the bus and asked, 'Who is Malala?' Then he pointed a gun at me and fired. I was hit in the head."

The world held its breath as news of the attack spread. Malala was flown to the United Kingdom for emergency treatment. Her survival was nothing short of miraculous, and her recovery was a proof to her indomitable spirit.

"Waking up in the hospital, I realized that the Taliban's attempt to silence me had backfired. My voice was now louder than ever. I knew I had to continue my fight for education."

And continue she did. Malala co-founded the Malala Fund, a non-profit organization advocating for girls' education worldwide. Her efforts earned her the Nobel Peace Prize in 2014, making her the youngest recipient at just seventeen years old.

"Receiving the Nobel Peace Prize was an honor, but it was also a reminder of the work that still needed to be done. Millions of girls around the world were still denied their right to education, and I was determined to change that."

Malala's journey did not stop there. She continued her own education, graduating from the University of Oxford in 2020. Her story is far from over, but her impact is already profound.

"Education is not just about books and exams. It is about empowerment, equality, and opportunity. My dream is for every girl to have the chance to achieve their dreams, just like I did."

Malala Yousafzai's story is a shining example of what it means to ignite change. Her courage, resilience, and resolute belief in the power of education have inspired millions. She teaches us that no matter how young or seemingly powerless we might be, we can always stand up for what is right and make a difference.

"Each of us can be a spark that ignites change. Believe in your voice, believe in your dreams, and never, ever give up."

You too have the power to ignite change in the world. It starts with a great vision of your life.

Just like Prof. Maathai and Malala, you must conceive the vision on the inside before you manifest it on the outside.

Dreams keep the fire inside us alive. They help bring new meaning and value to our lives.

Once, at a bustling fair, there was a balloon seller who knew the secret to capturing hearts and lifting spirits. With balloons of every hue: red like a sunset, yellow as sunshine, blue as the sky, and green like fields of hope—he brightened the day for children and adults alike. Whenever sales slowed, he released a helium balloon into the sky, and its ascent never failed to draw awe and delight. Inspired by the sight, children clamored to buy their own, and his sales soared once more.

One day, amidst the flurry of colorful balloons, a thoughtful young boy approached him with a question that stirred the seller's heart. "Will a black balloon fly too?" The seller paused, touched by the boy's curiosity and concern. With a gentle smile, he responded, "Son, it is not the color of the balloon that matter; it is what is inside that makes it rise."

In life, just like those balloons, our dreams and aspirations are sparked not by outward appearances but by the fire within us; our attitude, determination, and belief in what is possible.

Each of us carries the potential to soar to great heights, fueled by the dreams we nurture and the spirit of possibility that resides in our hearts.

I am often reminded of this truth by the speech delivered by Russell Conwell, a Baptist minister and founder of Temple University, in the late 19th century. It has since become a well-known parable about discovering wealth and success in one's own backyard.

In the heart of a lush countryside, nestled amidst rolling hills and fertile fields, lived a farmer named Ali Hafed. Ali Hafed had inherited his farm from his ancestor, a peaceful plot of land that provided him with a modest living. However, despite the abundance around him, Ali Hafed grew increasingly discontented with his life.

One fateful day, an old priest passing through the village shared tales of great wealth found in distant lands through the discovery of diamonds. Ali Hafed listened intently, his mind suddenly ablaze with visions of unimaginable riches. Convinced that his life of toil and simplicity was holding him back from true success, Ali Hafed made a life-changing decision, he would sell his farm and set off in search of diamonds.

With his farm sold and the proceeds in hand, Ali Hafed embarked on an endless journey across the vast

deserts and towering mountains, tirelessly seeking the elusive diamonds that he believed would bring him wealth beyond measure. Years turned into decades as Ali Hafed roamed from one land to another, facing hardships, disappointments, and exhausting his fortune in pursuit of his elusive dream.

Meanwhile, back in Ali Hafed's homeland, the new owner of his farm led a contented life. One day, as he watered his camel at a stream that ran through the property, he noticed a flash of light from the water's edge. Curious, he picked up the sparkling stone, which turned out to be a diamond of remarkable size and clarity.

Excited by his discovery, the new owner investigated further and found that the entire farm was rich in diamonds, an untapped treasure trove that would become one of the largest diamond mines ever known. The very land that Ali Hafed had sold in his pursuit of wealth was, in fact, sitting atop acres of diamonds.

What an awakening! Oftentimes, the greatest opportunities for success and fulfilment are right in front of us.

You can spark your dream right in your current circumstances by recognizing and activating the potential within your own talents and resources, and to pursue your dreams with wisdom and perseverance, knowing that sometimes, the most precious diamonds are found in the very ground we stand on.

Every woman has this dream of destiny. Do not settle for mediocre living. Step out of the familiar and ignite your dream.

Mother Teresa stepped out of the familiar to spark her dream. Mother Teresa, born Agnes Gonxha Bojaxhiu in 1910 in Skopje (now the capital of North Macedonia), embarked on a journey that would inspire countless lives and shape a global movement of compassion and service. At the age of eighteen, she left her home to join the Sisters of Loreto in Ireland, where she received her religious training and took the name Sister Mary Teresa. In 1929, she moved to India and began her work as a teacher at a school in Kolkata (then Calcutta).

It was during her time teaching that Mother Teresa felt a profound calling within her heart; a calling to serve the poorest of the poor, the sick, and the marginalized in society. In 1946, she received what she described as a "call within a call" from God, urging her to leave

the convent and dedicate herself to working among the destitute in the slums of Kolkata. With a firm faith and determination, she set out into the streets of the city, providing care and comfort to those suffering from poverty, illness, and neglect.

With little resources but abundant love and compassion, Mother Teresa began her mission of serving the "unwanted, unloved, and uncared for." She founded the Missionaries of Charity in 1950, a congregation dedicated to serving the poorest of the poor, which rapidly grew into a global network of volunteers and charitable services. The Missionaries of Charity expanded its reach beyond Kolkata to cities and countries around the world, establishing homes for the dying, clinics for the sick, orphanages for children, and shelters for the homeless.

Mother Teresa's selfless devotion and unrelentless commitment to serving the most vulnerable became a beacon of courage and inspiration worldwide. Her humility, kindness, and profound love for humanity earned her numerous awards, including the Nobel Peace Prize in 1979. Despite her fame, Mother Teresa remained steadfastly focused on her mission, often saying, "We cannot all do great things, but we can do small things with great love."

The legacy of Mother Teresa lingers on. We all can make a difference no matter how small our actions may seem, if only we spark our dreams. Mother Teresa sparked a dream that transcended borders, religions, and cultures. A dream of a world where every person is valued, cared for, and loved.

Your dream is valid too. You can dream again. It is time to awaken the *sleeping queen*. You can embark on a journey that leads to a life filled with purpose, passion, and the realisation of your deepest aspirations.

Embrace the strength and potential that lies dormant, waiting to be unleashed. Just like Mother Teresa, you have a unique calling, a purpose that only you can fulfil. Your dreams, no matter how big or small, are the seeds of change that can transform your life and the lives of those around you.

Reflect on the passions that set your soul on fire, the visions that fill your heart with excitement and hope. These are the guiding lights to your purpose. Remember that every journey begins with a single step, and every great accomplishment starts with a bold, determined dreamer.

To spark your dream, take deliberate steps towards it every day. Educate yourself, seek out mentors, and surround yourself with those who support and inspire

you. Trust in your abilities, rely on your faith, and march forward with unstoppable confidence.

Persevere through challenges, knowing that obstacles are part of the journey. They are the refining fires that shape your character and strengthen your resolve. As you move forward, remain open to new opportunities and be willing to adapt. The path to fulfilling your dreams may not always be straight, but each twist and turn holds valuable lessons and experiences.

Celebrate each milestone, no matter how small, and use them as stepping stones towards your ultimate goal. Keep your vision clear and your passion burning brightly. Remember, it is the combination of vision and action that brings dreams to life.

As you awaken the queen within, you not only transform your own life but also inspire those around you. Your courage and determination can ignite a chain reaction, encouraging others to pursue their own dreams and passions. Together, we can create a world where everyone is empowered to achieve their fullest potential, driven by the unique dreams of destiny that each of us carries.

So, rise and shine, awaken the sleeping queen within you.

You do not have to see the whole staircase. Just take the first step towards the direction of your dreams. The Queen within you is full of wisdom. She knows exactly what you need to spark your fire.

You will be guided.

You will be supported.

Trust the process.

Spark your dreams.

Summary

1. God has already equipped you with a big dream.
2. It is sleeping within you, waiting for you to awaken and ignite it.
3. This journey begins with self-awareness-knowing what you truly want to achieve, do, or have.
4. Next, you must believe in your dream and take action.
5. Always ask yourself: What is the first step that will bring me closer to achieving my dream?
6. Remember, no one else will ignite this dream for you. It is your personal responsibility.
7. Start with what you have. Begin where you are. Do what you can.

Moment of Reflection

1. Take some quiet time to reflect on your life.
2. What are the activities you enjoy but have been putting off?
3. Which extraordinary destinations around the world are calling your name?
4. What positive transformation do you wish to witness globally? What suffering do you wish to alleviate?
5. Where are you right now in relation to your dream?
6. Where do you aspire to be?
7. What steps will you take to bring you closer to your aspirations and dream of destiny?

I am Ignited

Testimonial by

Prof. Speranza Ndege, Ph.D

Director of the Institute of Open, Distance & E-learning, University of Embu.

Coach Loice Muteti is a visionary leader, a life coach, and a real model for women in Kenya. She has extensive experience in advancing women's excellence in leadership through inspiration, empowerment, and goal-oriented practical activities. Coach Loice knows that for a woman to excel, she must be well 'tutored' and guided in the right direction in order to overcome obstacles encountered along the way.

Her work and advocacy have resulted in women gaining access to knowledge about leadership and taking on responsibilities at both individual and communal levels. She has introduced women to the highest levels of excellence by opening their eyes to vast economic opportunities where they can invest for the betterment of their families. In this way, many women in the FORA she leads have attained success and excellence in the field of investment.

Thus, Coach Loice has defied all barriers that hinder women's success and has created this great forum that takes 10-12 weeks of hard work in the I Am Leading Book Club to complete a session. It is indeed a real, almost 'engrossment' in mental nourishment through reading, body shaping through work- out exercises and hydration, and the acquisition of courage, articulation, and boldness through empowering webinars.

Coach Loice has given hope and power to women to stand up and BECOME! The impact these three (mental nourishment, body shaping, and empowerment) have created in women (in her fora) is immense, as many have come to learn and understand themselves, their worth, and their role in positive living in society. The result is that these women are now transformed and have become the epitome of reasoning, being more receptive, firm in their decisions, respectful at work, in social forums, and at home, as well as becoming more loving and focused, amongst others.

Additionally, the numerous case studies Coach Loice has subjected the women to every day have set them apart, making them amazing both outwardly and in their personalities. Further, Coach Loice has made them not only humane but better daughters, wives,

mothers, investors, educators, listeners, observers, and speakers, all having a positive attitude towards life and the future.

This is great work for this incredible woman, who has sacrificed her time and resources to empower women in Kenya, Malawi, Uganda, South Sudan, France, South Africa, Rwanda, Dubai – United Arab Emirates, United States of America, and other countries globally.

Chapter 2

IGNITE YOUR PURPOSE!

Discover & Align to your Purpose

"The greatest tragedy in life is not death, but a life without a purpose." ~ Myles Munroe

You have a unique voice.

It is distinctly yours.

It has its own biometric signatures, which is why it is often used as a unique personal identification method.

It's interesting to note that your voiceprint develops gradually as your vocal organs grow and develop.

While others may try to imitate your voice, they can never replicate the original you. Your voiceprint will always remain distinct.

Just like your voice, you, as an individual, are also unique and distinct.

You were created with a purpose, designed differently by God, and have unique capabilities. Your voiceprint represents who you are, and what you stand for.

I have come to believe that your purpose evolves. Just like a child grows from a baby, to a teen and to an adult, your purpose changes with your experiences and responsibilities.

As a child, your purpose might be to learn and explore. In your teens, you start forming your identity and passions. Adulthood brings a clearer vision of how you can contribute to the world. Each phase brings new insights that shape your purpose.

As you undergo physical, emotional, intellectual, and mental changes, new possibilities and opportunities arise.

The things you enjoyed as a child may be different from what you enjoyed as a teenager, in middle age, or even in old age.

My journey is a perfect example. As a young girl, I always felt destined for something greater. I wanted to make a difference. The opportunity that arose was writing compositions in primary school. I also loved teaching and would pretend to teach an imaginary class at home, complete with a blackboard and chalk. I entered many writing competitions in my early years.

In high school, my calling shifted. Surprisingly, singing became my focus. I sang in the christian union, in church, and at home. I wrote song scripts, and it was a very exhilarating time in my life. Looking back, I am amazed by those scripts and the amount of inspiration I had.

In campus, I was in a phase of self-discovery. I learned the importance of staying true to myself and my values. Being part of a vibrant church community meant everything to me. I received mentorship and support throughout my youth and had the opportunity to develop various life skills. I enjoyed teaching, singing, entrepreneurship, participating in skits, and cooking.

A new phase emerged when I landed a job at a prestigious hotel. This exposed me to new experiences such as dining etiquette, menu

preparation, housekeeping, and organising events. I deeply connected with this new knowledge and experience—I had a light bulb moment.

Then, I got married, set up my own home, and had children. All the lessons I had learned and skills I had practiced became integral to this phase of my life. I enjoyed decorating my home, cooking delicious meals, organising and celebrating birthdays and anniversaries, and embracing my new career while also being a mother.

In this season, I connected with women who were striving to balance their marriages with full-time carriers while still supporting their families. I was thriving, I also had some valuable ideas to share with other ambitious women. I began offering tips on creating schedules for cleaning, decorating, cooking, parenting, and nurturing their marriages. As I provided this guidance, I started receiving invitations to mentor young women who were entering the instituition of marriage. The more I served, the more curious I became about what makes some women successful while others stay stuck.

This curiosity led me to delve deeper into motivating and inspiring people to make positive changes in their lives. The more I trained individuals and teams, the more my passion for people's development

grew. I longed for a career that empowered people to unleash their potential and equipped them with the skills to become confident, effective leaders. I envisioned helping others become the best version of themselves.

Over the years, I have had the pleasure of working with people in various capacities- as a corporate trainer, motivational speaker, and most recently, a personal and transformational coach. My passions have evolved with the different seasons of my life. I stay open to new growth opportunities, knowing there's still untapped potential within me.

The first step in unlocking your own potential is cultivating self-awareness. It is vital to understand where you currently stand and where you aspire to be. We explored this concept in Chapter 1, where you reflected on the slumbering queen.

This chapter aims to help you discover your voiceprint and embrace it.

Embracing your voiceprint involves tapping into the essence within you. It begins with identifying your sources of joy and the things that bring you happiness or that you aspire to do, be or have.

Successful and content women keep their joyful dreams at the forefront of their minds and take consistent action to make them a reality.

One effective method for achieving this is through the use of a vision board or dream board. This is a collection of vibrant images depicting how they envision their lives unfolding. Successful women often look at these pictures daily and establish an emotional connection with them. Additionally, they use affirmations that support their dreams, reciting them on a regular basis.

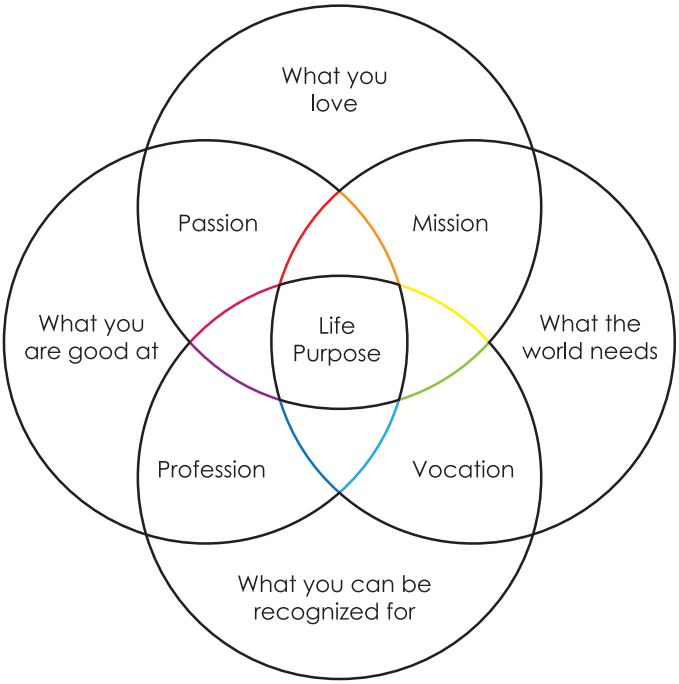
A vision board serves as a catalyst for igniting your inner fire.

As you engage with your joy, your sense of purpose emerges.

You uncover your life purpose by identifying what you love to do, what energizes you, what the world needs, and what makes you unique. Your passions and values are reflected in the activities you love to engage in.

When you are fueled by passion and actively pursue what you love, you become visible. Others can tap into your energy. You radiate like a brilliant flame, igniting and illuminating the world around you.

The diagram below illustrates the interaction of the four aspects that contribute to living your purpose.



Several women have found purpose in opportunities and expressed it in various ways through their professions, passions, vocations, and missions in life. Some have enjoyed expressing their joy through caring for others, teaching, singing, cooking, baking, establishing foundations to support the needy in society, farming, entrepreneurship, mentorship, coaching, sports, and many others.

Opportunity is what drives you towards your purpose. However, sometimes the opportunity requires you

to knock, and sometimes more than once before the door is opened. Other times, the opportunity is wrapped in overalls that may look unattractive, and it is your responsibility to unwrap the box to discover and tap into your purpose.

This is why it is important to know what you truly want to manifest your purpose. Purpose fuels you with excitement, happiness, and cheerfulness, even in the face of obstacles, challenges, pain, and setbacks.

Colonel Harland Sanders' journey, is a remarkable tribute to discovering one's passion and purpose in the most uncommon circumstances, proving that age and setbacks are not barriers to success.

Harland Sanders was born in 1890 in Henryville, Indiana. His early life was fraught with challenges. After his father's death, he was forced to care for his younger siblings while his mother worked. By the age of twelve, Sanders had already left school to support his family, taking on various jobs, including farmhand, streetcar conductor, and insurance salesman. Despite his hard work, Sanders faced numerous setbacks and failures in his career.

It was not until Sanders was in his fourtees that he discovered his passion for cooking. Running a small service station in Corbin, Kentucky, Sanders began

serving meals to travelers. His fried chicken, made with a secret blend of eleven herbs and spices, quickly became a hit. In 1936, the governor of Kentucky honored him with the title of "Colonel" for his contributions to the state's cuisine.

However, Sanders' journey was far from smooth. In the 1950s, a new interstate highway bypassed Corbin, devastating his business. At the age of 65, when most people are considering retirement, Sanders faced the closure of his beloved restaurant. But instead of giving up, he saw this as an opportunity to share his fried chicken with the world.

With his recipe, pressure cooker, and a vision, Sanders hit the road, traveling across the country to franchise his chicken. He faced numerous countless rejections, but his resolute belief in his product kept him going. After many trials and tribulations, Sanders found his first franchisee in Pete Harman, who opened a KFC in Salt Lake City, Utah, in 1952. The franchise model proved to be successful, and KFC began to grow rapidly.

Colonel Sanders' story is one of resilience, bounciness and determination. Despite starting his business at an advanced age and encountering numerous obstacles, he refused to be deterred. His passion for

cooking and his innovative approach to franchising led KFC to become one of the world's largest and most beloved fast-food chains.

His legacy serves as an inspiration to all, showing that it is never too late to discover and pursue your purpose. Sanders' journey reminds us that our true calling can emerge from the most unexpected places and that perseverance in the face of adversity can lead to extraordinary success. His life ignites the belief that with passion and determination, we can turn any circumstance into an opportunity for greatness.

One thing for sure is that you are always guided. There is always a small voice that helps you choose your ideas. It is like a compelling force that calls you to step up or create something. It is your voiceprint.

Whether it is a song, a painting, an invention, or a business idea, the inspiration comes to you from some magical place—your soul. There is no guesswork. It is real. Suddenly, you become aware that this is the direction your life should take.

Therefore, it is important to create time for stillness so that these ideas can flow through you. It is during moments of deep reflection and contemplation that the answer finally comes. You suddenly develop the

awareness that, you know, you have arrived. It's like a key that effortlessly unlocks the padlock. These are the moments when we say you are in the flow.

When this connection happens, listen carefully. It is your light bulb moment. Write the idea down immediately. If it comes in a dream or suddenly wakes you up at night, wake up and write it down. It is your guidance system that is leading you. It is your intuition. It is there to serve you.

There are times when you need people around you to bring this awareness to the surface. These could be family members, colleagues at work, or people you interact with often. You need to ask them about your strengths and what they think you excel at. Once you receive this feedback, take time to reflect and observe what brings you joy.

Other times, it is about a cause you strongly stand for in the world—a difference you want to create. I am always fascinated by the story of Deborah recounted in the Bible's book of Judges.

Deborah, an amazing woman of her time, did not merely wait for opportunities to come to her; she actively sought them out. She was recognized for her wisdom and connection with the divine. She held court under a palm tree, where people sought her counsel and judgment.

Deborah's leadership was not confined to the spiritual realm; she ventured into the military domain when necessary. When Israel faced oppression under the Canaanites, Deborah's purpose became clear: to lead her people to liberation. She did not hesitate to rally Barak, the hesitant military commander, urging him to action. Deborah's courage was matched only by her staunch faith in God's guidance. She prophesied victory over their enemies, trusting in divine intervention to secure their freedom.

Deborah's pursuit of purpose was not solitary; it inspired and galvanized the Israelites. Her leadership was an inspiration, motivating them to stand against their oppressors and reclaim their destiny. Through her actions, Deborah embodied the essence of living with purpose: using her gifts and position to bring about justice and freedom for her people.

Do you resonate with Deborah's story?

There is transformative power in purpose driven leadership. Let us now explore the story of Nelson Mandela.

Nelson Mandela was a great example of a man who found himself disturbed by apartheid in his own country, South Africa. He was not at ease with the racial discrimination and fought against it with all his

might. This became his cause. He was willing to be imprisoned to achieve equity. The problem he was solving was greater than himself. It was larger than his life.

What about you? Why were you born? Why do you exist? I am convinced that you were born for a greater purpose. There is a reason why God placed you on earth. It is time to discover your untapped potential.

This reminds me of the late Dr. Myles Munroe, a sought-after global inspirational speaker, who often said that the richest place in the world was the graveyard. It is there that you will find all the magnificent plans, desires, and wishes that were never actualized, are buried.

"The graveyard is the richest place on the surface of the earth because there you will see the books that were not published, ideas that were not harnessed, songs that were not sung, and drama pieces that were never acted upon." Myles Munroe

You have no reason to die with all the gifts that God has given you still wrapped. It is not only sad, but also very disrespectful to leave this world without unwrapping your gifts.

Miriam refused to die with her gift to the world. As the older sister of Moses and Aaron, she played a

crucial role in protecting Moses as an infant, ensuring his survival during a time of great peril. Her early leadership and courage set the stage for her lifelong dedication to God's purposes and the welfare of the Israelite community.

She had a part to play right from home. Miriam's steadfast commitment to her purpose as a protector and leader continued throughout her life. As a prophetess, she conveyed divine messages and guidance to the Israelites, using her spiritual insight to guide and encourage her people. Her role extended beyond prophecy; Miriam was also a celebrated musician who led the women of Israel in joyful praise and worship after the miraculous crossing of the Red Sea.

Miriam's legacy as a symbol of unity and strength endures in biblical history. Her life exemplifies the power of living with purpose and conviction, using one's gifts to serve others and honor God. Her story inspires generations to embrace their roles in fulfilling God's purposes, with courage, faith, and undeterred dedication.

What is it that you have been putting off? Dare yourself to do it with urgency. The world is waiting for you to claim your power.

Discover your purpose, activate it, and live it.

Summary

1. You are unique, special, and distinct.
2. God has already designed and equipped you with everything you need to fulfil His purpose.
3. Your purpose will evolve and manifest through various opportunities.
4. Your task is to be still and listen attentively to your soul.
5. The answer to your purpose is already within you. Many times, we think the grass is greener on the other side. What we forget is to nurture our own grass.
6. Explore opportunities to discover your purpose.
7. Deploy your purpose and live your life to the fullest, having discovered and embraced your purpose.

Moment of Reflection

1. "Never put off till tomorrow what you can do today." You never know when your time will come to an end. Will you leave this world with the gifts given to you still untouched?
2. What are your top ten strengths?
3. What do other people recognise you for?
4. What compliments have you received this far?
5. What activities do you love doing?
6. What problem does the world need you to solve?
7. Are you willing to live a purposeful life and leave nothing behind?
8. What is the next step you will take to activate and deploy your purpose?

I am Ignited

Testimonial by

Lukelysia Nyawira

Research Associate, ICRAF

I am a resilient woman born and raised in the heart of rural and urban areas respectively. Despite numerous challenges, including my mother's frequent illnesses, my upbringing was anchored in love and perseverance. My mother, a pillar of strength, single-handedly raised my brother and me, her unwavering determination guiding us through tough times. Amidst these struggles, my grandfather emerged as our beacon of hope and support. A true hero in my eyes, he stood by us through thick and thin, his love for my mother steadfast, and his presence was a constant source of comfort. His steadfast commitment to our family taught me the power of love and resilience, shaping the person I am today.

When I moved to Nairobi for my studies, I embarked on a new chapter of my life. Eventually, I found a job, got married, and together with my husband, we were blessed with three beautiful children. However, life threw us unexpected challenges. While heavily pregnant with our third son, our firstborn fell ill,

requiring urgent medical attention. As we anxiously awaited news of his surgery, I received a distressing call from my beloved grandfather, informing me that my mother had collapsed. With both my mother and son fighting for their lives, I found myself torn between multiple responsibilities, with my own pregnancy adding to the strain.

In those dark moments, when hope seemed elusive, a ray of light emerged in the form of Coach Loice. Her steady support and encouragement reignited my spirit, reminding me of the strength within. With her guidance and coaching, I navigated the challenges before me with newfound determination and resilience. Today, I am grateful to witness the miraculous recovery of both my mother and son, a testament to the power of God's grace, faith, and the unfaltering support of loved ones. Through life's trials and tribulations, I have learned to cherish every moment and remain steadfast in my belief that, with God's grace, anything is possible.

I recommend this book to every woman who wants to experience deep transformation. I am a living testimony to how coaching works. I am ignited.

Chapter 3

KINDLE YOUR VISION

Enlarge the pegs of your tent!

"Everything is always created twice, first in the mind and then in reality." ~ Robin Sharma

Your mind operates by creating mental images.

Everything you observe in your surroundings originally existed as an invisible image within your mind before it became a reality.

You thought of a seat, and you bought it. You envisioned a bed, and you purchased it.

The process of manifestation begins with a vision, which can be defined as a clear mental picture of what you truly desire to achieve, do, or become.

To effectively manifest your vision, it is crucial to have a clear and vivid image of it in your mind, including all its intricate details.

Let's engage in a practice exercise to strengthen this ability.

Find a quiet space free from distractions, either sit or lie down, and close your eyes. Focus your attention on your breath, noticing the rise and fall of your chest as well as your heartbeat. As you continue to relax, embrace the pleasant sensation of this serene state. Now, in the theatre of your mind, envision yourself entering your kitchen and selecting an orange from the fruit basket. Imagine the texture of the fruit in your hands and grab a knife to expertly slice it. Take a piece and savour its luscious, juicy sweetness. Indulge in another slice and continue until the entire orange is consumed. Finally, count from five to one, and when you reach one, open your eyes.

If you performed this exercise correctly, you may have noticed that you were able to genuinely taste and chew the imaginary orange. Perhaps you experienced an increase in salivation as you anticipated taking that bite.

This is the potency of visualization—the ability to transform your dreams into tangible realities.

Now, let us repeat the exercise, but this time, focus on something you genuinely desire and long for. Immerse yourself completely in the joy of having it. If your desire is a new car, envision its specific colours, make, and size. Go ahead and breathe in the delightful scent of the new leather seats, feel the smoothness of the steering wheel beneath your fingertips, and admire the vibrant colours and texture of the seats.

Remember, the more you visualize, immerse yourself, and deeply engage with your desires at an emotional level, the higher the likelihood of manifesting them in your physical reality.

The journey of manifestation commences with your vision. Your vision fuels a burning desire within you.

As long as you can imagine it and visualize it, that desired reality will inevitably materialise.

The question is not whether your vision will manifest or not; the key question is how expansive and audacious your vision is.

In many instances, women tend to confine themselves to modest dreams and visions. They mistakenly believe that their circumstances can never change. They perceive themselves as too young, too old, or too financially strained. They feel unworthy of success, and doubt their ability to fulfil the tremendous potential

that God has granted them. These limiting beliefs may arise due to physical attributes such as being too big, too tall, or too short, or due to emotional states such as feeling depressed or perpetually fatigued.

They erroneously conclude that they are incapable of achieving significance and making a meaningful impact in life. However, these feelings of incapability stem from their thoughts. The unfortunate reality is that the more they believe they cannot achieve, the more they will perpetuate their inability.

It is not that you lack talent or blessings. It is because your focus is on what you do not have. You have a mindset of scarcity and believe that flourishing and thriving are impossible. Consider this: God has indeed provided you with everything you need to succeed. It's your own thoughts that are preventing you from tapping into your God-given potential. Your negative and incorrect thoughts keep you stuck in a cycle, just like the children of Israel in the desert for forty years.

To prosper, you must change your thinking. Aim for big achievements and accomplishments. Instead of wanting a wheelbarrow or a motorcycle, why not aim for a brand-new car? And rather than settle for a small car, why not go for a larger, more impressive vehicle? Mr. Tomato, a well-known catalyst for

leadership development, says, "Why settle for a car when you could think of an aeroplane?"

Ladies, the first step to unlocking your potential is to start living as if you have already achieved everything you desire. Visualize a thriving and restored marriage. Imagine yourself with multiple streams of income. Picture yourself enjoying a well-deserved vacation. Imagine your children flourishing and exhibiting discipline. See your business taking off. Envision your family prospering. Imagine yourself healthy and fit. Visualize your career thriving and promotion coming your way.

This vision must be conceived in your mind. The good news is that God has already given you the gift of imagination. It is a powerful tool of your mind, so use it wisely and effectively. Remember, you can succeed!

"Whatever the mind of man can conceive and believe, it can achieve." ~ Napoleon Hill.

Maintain a mindset of victory. Take frequent walks down the path to victory throughout your day. Feel the joy of achieving all that you set out to do, have, or become. Create an atmosphere of faith and success. Develop a mental image of prosperity, abundance, good health, joy, peace, and happiness. Expect good and amazing things to flow into your life.

Having a personal vision that aligns with your dreams of destiny and purpose generates enthusiasm, passion, and commitment.

In my coaching career, I so often encounter accomplished women who appear to have it all together, yet they express a deep sense of dissatisfaction with their lives.

Take Mutono, for instance, a vibrant event organizer in her late thirties with a successful career, a happy marriage, and two school-going children. Despite her outward success, she feels unfulfilled because her career has not matched the grand expectations she held since college.

Then there is Kitono, thriving in the pinnacle of her career in the C-suite. A natural leader, her professional journey has been smooth and rewarding. However, she grapples with disappointment over not having children by her late thirties. Feeling the absence of motherhood keenly, she contemplates adopting a child as a single parent.

What surprises me most is that both women lack a clear personal vision for their lives. Kitono struggles to articulate why career success matters deeply to her beyond societal expectations and financial stability. For Mutono, her drive for a high-flying career was

instilled by her parents, not necessarily aligned with her own desires for a balanced life focused on a loving marriage, family time, and personal health.

Through deep, introspective conversations, both women unearthed profound revelations about their true dreams and aspirations. Mutono realized that her definition of success was borrowed from her upbringing, whereas her own vision centered on a harmonious family life and personal well-being. She had already achieved much of what truly mattered to her.

Similarly, Kitono discovered that her yearning for children masked a deeper longing for a committed, intimate relationship. She shifted her focus from seeking a co-parent to attracting a life partner who could share a meaningful, loving connection with her.

In essence, both Mutono's and Kitono's journeys highlight the importance of aligning personal aspirations with external expectations. They had their own visions, but they were clouded by external expectations. By redefining success on their own terms and embracing what truly fulfils them, they opened new paths to genuine happiness and fulfilment in their lives.

A vision should be crafted from a place of knowledge. It requires self-reflection to know exactly what you want and why. Ask yourself why you want what you want. When you get the answer, ask yourself why again. Continue this process until you have asked yourself five why questions. Clarity is crucial to living the life of your dreams.

Sometimes your why is hidden and crowded by so many things that you have experienced in life.

Take, for example, Tress, who always thought of buying a luxurious vehicle. When she came to me, she had this dream of a large, wine-red Mercedes Benz, the latest version of it. We explored further, and I asked her the question. If she already had the vehicle, what else would she profoundly desire?

That is when the light bulb lit. Deep within her maze were her parents, who were peasant farmers and had struggled to provide the best education for her. They were caring parents.

The car was just a symbol of success given to her by her associations at the workplace. What she really wanted was to care for her parents and not buy herself a big machine. This new vision turned around her life. She was compassionate about her ageing parents, and she designed a vision that would demonstrate care for them and for herself. This was life-altering!

It is important to interact with your vision. Know your Why. Why do you need it? Once you are crystal clear, then you can own the vision because it is yours and not defined by any other person.

From your vision, create goals that are S.M.A.R.T.E.R. The acronym stands for goals that are specific, measurable, achievable, realistic, time-bound, and empowering and have a reward after attaining them. As you can see, for you to manifest your vision, it must be specific. This means you define it and see it in all its color, texture, and dimensions. Then take measurements. It can be the quantity or quality of what you want.

Always ask yourself if you believe that you can attain it. It starts with your belief system. If you don't believe it, then you won't have it.

Create realistic goals. This is why it is proposed that you begin with where you are and with what you have.

Build upward consistently. Your goals must have timelines. It can never be forever. You must say with conviction that by the end of this week, month, time, or year, you will have attained your goal.

Always remember to make challenging goals that empower you. Goals that stretch you beyond mediocre living. Goals that take you to the next level. Always remember to celebrate your successes, even if they are small. Plan to reward yourself for staying on course and manifesting your dream.

Once your goals are in place, start making room for your growth.

Extend the pegs of your tent. In life, we often find ourselves confined by the limits of our own beliefs, aspirations, and expectations. Our 'tent' represents the boundaries we set for ourselves — whether consciously or subconsciously. To grow and expand, we must extend the pegs of our tent, stretching beyond familiar comforts into new territories of possibility and potential.

"And the LORD answered me, and said, Write the vision, and make it plain upon tables, that he may run that readeth it. 3 For the vision is yet for an appointed time, but at the end it shall speak, and not lie: though it tarry, wait for it; because it will surely come, it will not tarry." ~ Habakkuk 2:2

Record your vision clearly and plainly so that it can be readily understood and shared. This directive

underscores the importance of clarity and accessibility in communicating your vision. By writing it down and making it plain on tablets, the vision becomes accessible for others to grasp and act upon. A Vision Board makes your vision clear and understandable.

I love the narration that assures us that even though the vision may await an appointed time for its fulfilment, it will undoubtedly come to pass. This assurance highlights the certainty and reliability of God's promises and the faithfulness of His timing. Even if there is a perceived delay, we are encouraged to wait patiently and trustfully, knowing that God's plans unfold according to His perfect timing and will.

Increase your level of expectation. Have faith and expect blessings and favour.

Faith ignites your vision. It is a revelation that abundance is available for you. You only need to tune into it. This means that you know, at a deeper level of consciousness, that you are meant for more and that more than enough is coming your way. There is no scarcity. When you know what you are, then you become unstoppable. Nothing can burst your bubble.

Jabez in the Bible knew how to ask for this bold vision from God. His prayer of declaration is in 1 Chronicles 4:10.

"And Jabez called on the God of Israel, saying, 'Oh, that You would bless me indeed and enlarge my territory, that Your hand would be with me, and that You would keep me from evil, that I may not cause pain.' So, God granted him what he requested."

To pray like Jabez is to submit our lives to God as a blank canvas. He is your creator. Invite Him into your kingdom. He will direct your footsteps.

The quality of vision you run with determines the quality of your life.

Hannah's story, found in the Bible in the first book of Samuel chapters 1 and 2, is a poignant example of faith, perseverance, and the fulfilment of a visionary dream.

Hannah was one of two wives of Elkanah, a devout man who regularly visited the tabernacle in Shiloh to worship and offer sacrifices to the Lord. However, Hannah faced deep sorrow because she was unable to conceive children while Elkanah's other wife, Peninnah, bore him several children. This situation brought Hannah great distress, compounded by Peninnah's taunts and provocations.

Despite her pain, Hannah maintained a deep faith in God and continued to pray fervently for a child. Her longing for motherhood was not just a personal desire but a heartfelt plea to God for fulfilment of her role and purpose in life. Her vision was not merely to have a child but to fulfil her part in God's plan for her family and for Israel.

Hannah's faith was activated in a significant way during one of her visits to the tabernacle in Shiloh. In a moment of deep anguish, she poured out her heart in prayer to God, making a vow that if He would grant her a son, she would dedicate him to the Lord's service for his entire life (1 Samuel 1:11). This act of surrender demonstrated Hannah's deep trust in God's ability to answer her prayers and fulfil her deepest desires.

Eli, the high priest, initially mistook Hannah's intense prayer for drunkenness but soon realized her sincere plea. He blessed her, and shortly afterward, Hannah conceived and gave birth to a son, whom she named Samuel. True to her vow, once Samuel was weaned, Hannah brought him to the tabernacle and presented him to Eli, dedicating him to God's service as a Nazirite, a vow that included abstaining from wine and keeping his hair uncut (1 Samuel 1:24-28).

Hannah's act of faith and fulfilment of her vow not only resulted in the birth of Samuel but also marked the beginning of a remarkable journey for her family and for Israel. Samuel grew up to become one of Israel's greatest prophets and leaders, anointing Saul as Israel's first king and later David as his successor.

Hannah's story illustrates the power of faith, persistence, and surrender to God's will. Her visionary faith enlarged her tent beyond her personal grief and longing for a child to encompass God's divine plan for Israel's future. She acted. By entrusting Samuel to God's service, Hannah demonstrated her steady commitment to fulfilling her part in God's greater purposes.

What about you?

I urge you to kindle your vision like Hannah. Kindling your vision means clarifying your purpose, setting goals, planning, executing, staying resilient, seeking support, celebrating milestones, reflecting, and persisting till you bring to fruition the aspirations and dreams that drive you forward in life.

Decide that you will live a better life that is meaningful and satisfying on your terms.

“Vision is the Source and hope of life. The greatest gift ever given to mankind is not the gift of sight, but the gift of vision. Sight is a function of the eyes; vision is a function of the heart. ‘Eyes that look are common, but eyes that see are rare.’ Nothing noble or noteworthy on earth was ever done without vision.” ~ Myles Munroe

Vision transcends the boundaries of the past and present, ushering you into a realm of future potential. It liberates you from the confines of mere sight, granting access to the boundless realm of imagination and aspiration. It is Vision that unveils the invisible, transforming the unfamiliar into achievable realities. It unlocks the gateway to infinite possibilities, inviting you to explore new horizons and embrace the limitless potential that lies ahead.

Remember, you were not born merely to exist and then pass away; you were born with a specific purpose to fulfil. True success lies in reaching the fulfilment of that purpose. Success is not defined by mere existence but by achieving the very reason for your existence.

Summary

1. You are meant to live a meaningful and significant life.
2. You can achieve more than you currently are. Now is the time to envision your success.
3. Start by cultivating positive thoughts of possibility rather than focusing on lack.
4. Begin with a daring dream, a bold vision, and ambitious goals.
5. Do something you have never done before. Visit a place you have never visited before. Get something you have never had before.
6. Picture your dream as if it has already been accomplished in your mind. Visualize it frequently.
7. Remember that your achievements are not solely the result of your own efforts but also the power of God. Pray over your vision.

Moment of Reflection

1. Take a moment right now to visualise what you want to achieve in every area of your life. Start by noting your current position on a scale of 1 to 10, with 1 being the lowest score and 10 being the highest.

2. Connect the dots in your scores. Take a moment to observe how it appears. Is this the way you want your wheel of life to be? If not, what specific, measurable, achievable, relevant, and time bound (S.M.A.R.T.) goals will you set?

3. Which of these goals will be your top priority, and why?
4. What steps will you take to ensure that you achieve these goals? For instance, if waking up early in the morning is important to you, you can set an alarm to wake you up.
5. Incorporate visualization of your goals into your daily schedule, preferably twice a day—once in the morning and once before bed.
6. Display images of your goals in places where you frequently see them. For example, you can set one as your phone screen saver. Every time you use your phone, you will be reminded of your goals.
7. Regularly review your goals. You can set a timeframe of a week, a month, or a quarter.
8. Always take corrective action and remember to reward yourself for accomplishing your goals.

I am Ignited

Testimonial by

Cisily Zimbiri

Managing Director, ACZ Investment, Malawi

I have known Coach Loice for over a decade, dating back to when we lived in Kenya. As a Malawian who has lived in Kenya and now resides in France (2024), I have mixed feelings about our move. On one hand, I sometimes wish I were still in Kenya to participate in all the programmes Coach Loice offers. On the other hand, I am grateful that I was introduced to the I Am Leading Book Club and the Rich & Royal Abundant Ladies Club hosted by Coach Loice at just the right time in my life.

When I joined these programmes, I was facing significant challenges. Initially, I struggled to read a book from cover to cover, but the book club has made reading enjoyable and effortless. It has broadened my horizons and energised me, making me more focused and accountable than I was four years ago. The Rich & Royal Abundant Ladies Club has also transformed my financial management skills, teaching me disciplined investment strategies. I never imagined I would reach a point where I had full

control over my mental, emotional, physical, spiritual, and family life. Although I still have goals to achieve, I am proud of the progress I've made.

Additionally, I had given up on my passion for farming, but after joining the I Am Leading Book Club, I have rekindled that interest. While farming remotely presents its challenges, I appreciate the lessons and support I receive. I am a life member of the I Am Leading Book Club and a dedicated fan of Coach Loice.

I highly recommend this book to any woman who wants to rise and shine. Coach Loice will guide you on a transformative journey through the pages of this book.

Chapter 4

UNLEASH THE MAGNIFICENT QUEEN

Wear your Crown with Elegance, Poise & Grace!

"In every woman, there is a Queen. Speak to the Queen and the Queen will answer." ~ Norwegian Proverb

"Mirror, mirror on the wall, who's the fairest of them all?"

"You're short, you're fat, you're old, and you're grey."

It certainly isn't you, so back away."

We recognise this quote from the story of Snow White and the Seven Dwarfs.

If we can be honest, we have all looked in the mirror and asked some version of that question and imagined a similar response.

What if we could change the image in the mirror and believe that, regardless of age, size, or circumstances, we are born as queens and we are beautiful?

I guess we would start speaking to the Queen within ourselves and go out into the world reflecting on who we are.

Royal highness! glorious, splendid, and celebrated!

This is a reminder of who you are. Claim back your power. Tap into elegance, poise, and grace. This is how you should live your life.

You should not be a beggar. You were not born to be a beggar. You should not seek validation from external sources like money, popularity, beauty, sex, and men. You are unique. You are enough.

Your anchor should be in the word of God. This is your authority. Isaiah 62:3 (NIV) says:

"You will be a crown of splendor in the Lord's hand, a royal diadem in the hand of your God."

This verse illustrates how valued and cherished you are in God's sight. You are compared to a crown of splendor, symbolizing honor, glory, and divine favor. Just as a crown signifies royalty and beauty, being in the Lord's hand signifies being under His care, guidance, and protection. It highlights your worth and the special purpose God has for your life, calling you to live with dignity, grace, and the assurance of His love and presence.

Step OUT and claim your power as the magnificent queen of your life. Recognize you are Royalty.

A royal woman understands that she is not like others. She is special. She is the queen of her kingdom. She knows she is worthy of being queen. She was born royalty. She epitomises charm,grace, elegance, and beauty.

A queen is comfortable in her own skin and carries herself with grace. She does not seek attention from others. She does not need to compete with other ladies. She is beyond competition. She does not depend on others for validation. She believes in her worth. Her confidence comes from within, rooted in an inner understanding of her value and purpose.

"She remembered who she was and the game changed." ~ Lalah Delia

A queen understands that her true power lies in her authenticity. She embraces her unique qualities and strengths, knowing that these are what set her apart. Rather than comparing herself to others, she focuses on her own journey, constantly striving to grow and improve. Her self-assurance radiates from a deep sense of self-awareness and acceptance, making her a lighthouse of inspiration for those around her.

Her brilliance shines through her crown.

With an innate sense of dignity, a queen navigates life with poise, even in the face of adversity. She meets challenges head-on, not with arrogance, but with a calm, graceful and composed demeanor. Her grace under pressure sets her apart, demonstrating her resilience and strength of character.

A queen also recognizes the importance of lifting others up. Secure in her own identity, she supports and encourages those around her, understanding that true leadership is about empowering others. Her success is not measured by how she compares to others, but by how she can contribute to the growth and well-being of her community.

"A real queen fixes another queen's crown without telling the world it was crooked."~ unknown

Furthermore, a queen is driven by a sense of purpose. She is not swayed by fleeting trends or the opinions of others because she is guided by her own inner compass. Her actions are aligned with her values and her vision, and she remains steadfast in her pursuit of her goals. She knows that her worth is intrinsic and does not fluctuate based on external circumstances.

In relationships, a queen brings the same level of self-assuredness. She does not need to chase after love or approval because she understands that she is deserving of respect and admiration. Her interactions are marked by mutual respect and genuine connection, as she values herself and others equally.

Ultimately, a queen's strength lies in her ability to stay true to herself. She is a leader by example, showing that true elegance and power come from within. By embracing her authentic self and living with purpose, she inspires others to do the same. She understands that her worth is not defined by others but by her own beliefs and actions, making her a true queen in every sense of the word.

Step UP and wear your crown with confidence.

It is your crown. It is meant for you. Wear it the way you want to. You are the one who knows what you really want.

No one can define how your crown should be or how it should be worn. You make that decision and share it with your attendants.

Many times, as women, we allow other people to define our crowns. We let people, the media, and the world decide the type of crown and how to wear it.

It is time for the world to recognise that you are capable of making that decision for yourself. Your decision does not have to be popular. What is important is that you gain favour with the King.

Queen Esther in the Bible was such a queen who knew who she was and the power of her crown. She used her crown to deliver her people.

She understood that she was queen and wore her crown confidently, embodying grace and purpose. She was born as Hadassah, a Jewish girl who lost her parents at a young age and was raised by her cousin Mordecai in the Persian city of Susa. Despite her humble beginnings, Esther's destiny took a dramatic turn when King Xerxes of Persia sought a new queen. After Queen Vashti was deposed for her refusal to appear before the king, a kingdom-wide search for her successor began. Esther's beauty and poise caught the eye of the royal officials, and she was brought to the palace. Among many candidates, she

found favor in the eyes of the king and was crowned queen.

However, Esther's journey was not merely about wearing the crown. It was about the divine purpose she was meant to fulfil. Despite her elevated position, she kept her Jewish identity a secret, as advised by Mordecai. Her true test came when Haman, the king's malicious advisor, devised a plan to annihilate all Jews in the Persian Empire, driven by his hatred for Mordecai who refused to bow to him.

When Mordecai learned of this genocidal plot, he turned to Esther, urging her to use her influence to save their people. Initially hesitant, aware of the danger in approaching the king unsummoned, Esther was reminded by Mordecai of the possibility that her royal position was for such a time as this. His words ignited a spark within her, awakening her sense of duty and courage.

Determined to act, Esther asked Mordecai to gather all the Jews in Susa to fast for three days. She and her maids did the same, seeking divine guidance and strength. On the third day, adorned in her royal robes, Esther approached the king. Moved by her bravery and grace, the king extended his golden scepter, signaling her permission to speak.

Esther's strategic mind led her to invite the king and Haman to two banquets. During the second banquet, she revealed her Jewish identity and exposed Haman's plot to annihilate her people. The king, furious at Haman's treachery, ordered him to be executed on the very gallows he had built for Mordecai.

Yet, the decree to destroy the Jews was still in place. Esther once again risked her life, approaching the king to plead for her people's safety. The king, recognizing the gravity of the situation and Esther's steadfast commitment, issued a new decree allowing the Jews to defend themselves. On the day their enemies planned to destroy them, the Jews triumphed, securing their survival.

Queen Esther's courageous actions and wise leadership not only saved her people but also left a lasting legacy celebrated annually during the festival of Purim. Her story teaches us the power of embracing our roles with confidence, the importance of standing up for justice, and the impact of using our influence to achieve a higher purpose.

In Esther, we see a queen who not only wore her crown with grace and elegance but used it to kindle a vision of hope and deliverance, proving that true

leadership is about serving others with courage and compassion.

Stand OUT. As a queen, you can use your crown to make a positive difference in the community around you.

Your crown signifies your character. The Queen is a noblewoman known for her strong values and virtues, including her benevolence. She is admired for her giving nature, driven by her kind - graceful heart and deep empathy.

In addition to her virtues, the Queen is marked by her authority, symbolized by her crown. She possesses the power to satisfy her heart's desires.

However, true beauty for a queen does not lie in external appearances, such as one's skin color, clothing, or jewellery. The Bible emphasises that beauty is rooted in the quality of having a gentle and peaceful spirit. The verse from **1 Peter 3:3–4** states, ***"Don't try to make yourselves beautiful on the outside, with stylish hair or by wearing gold jewellery or fine clothes. Instead, make yourselves beautiful on the inside, in your hearts, with the enduring quality of a gentle, peaceful spirit. This type of beauty is very precious in God's eyes."***

This inner beauty is invaluable and everlasting. King Solomon, known for his wisdom, reaffirms this by saying, ***"Charm is deceitful, and beauty is vain, but a woman who fears the Lord is to be praised"*** **(Proverbs 31:30).**

Developing this kind of beauty requires cultivating a quiet spirit, though unfortunately, gentleness is often misconstrued as a weakness in modern society. Gentleness is very powerful.

As a queen, it is crucial to equip yourself with emotional intelligence. Understand your strengths, identify your personality traits, and take the time to understand the people in your kingdom. Seek to uncover their inspirations and put yourself in their shoes. This skill will enable you to lead with grace and poise, regardless of whether you are an extrovert or an introvert. By quietly observing the people in your kingdom, you will know how to conduct yourself, when to speak, and what to say. You will avoid being rude or to usurp authority.

Having a quiet and gentle spirit represents humility and a great love for others. It means refraining from engaging in unnecessary arguments or profanations. As Queens, we do not incite arguments for personal gain or resort to tantrums when angry. Instead, we

possess a gentle and patient tongue, acting as water to a flame. Search through history, you will not find any queen throwing tantrums. A queen does not need to raise her voice for anyone to know that she is a queen. Her appearance and presence is enough.

Operating from a grounded state of calmness, peace, and serenity makes a queen attractive.

Create Strong Boundaries. A queen's word is final. She means what she says and says what she means. She does not mince her words. She knows her 'No' is 'No' and her 'Yes' is 'Yes'.

On our journey to become royal, we need to be conscious of creating boundaries. Think of Julima, who wants to have some well-deserved 'me time' right after a tiring day. No sooner does she stretch on her bed and sink deep into her mattress, she gets a surprise phone call from her friend who wants her to babysit her child for just one hour as she rushes to the supermarket. Three hours into the night, she finds herself still tending to the child and wonders why she said 'yes' when she really, really wanted to say 'no'.

Doesn't this sound familiar?

Most women are guilty of this. We fear saying 'No', even when the circumstances do not favour us. We tend to put ourselves second and other people first.

What if we practiced saying 'No'? How would our lives change?

What if you made sure that your 'No' or 'Yes' are well thought out?

We would experience more peace and freedom. There is something magical when we create and protect our boundaries.

Here is a trick. When someone asks us to do something, we can say, "Hmmm, let me think about that and get back to you." This response gives us time to carefully consider the request and respond after really checking if it is viable and appropriate at that particular time. This way, you will not feel under pressure to please your friends and family.

Finally, honour, respect and treat yourself as royalty.

Let's face it. The more you honor and treat yourself with the respect you would give a Queen, the more you awaken that sleeping inner queen.

This starts from within. It begins by knowing you are truly royalty and then acting as one. You become conscious of what you eat, how you speak, how you dress, where you stay, who you spend your time with, how you spend your time, and everything about your life changes because of your new identity.

Your identity becomes non-negotiable. The Queen within you must be respected! It begins with you.

This has been my story. Everything around me changed when I started identifying myself as "Queen Teti.". Suddenly, I was conscious of my surroundings. I would enter a room in my palace and wonder whether it was equivalent to a royal room in terms of its ambiance, class, and elegance.

This affected how I conducted myself too. Was my dress and conduct reflecting the queen I truly was? This made me make positive changes to align with my new-found identity.

Being a magnificent queen is your birth right. Start giving yourself permission to be glorious and quite impressive in all you do.

Magnificence takes you to the next level. You are no longer living an average life full of mediocrity. Stop mediocrity thinking. Stop the mediocre talk. Start the Queen talk.

Set your standards and let them be non-negotiable.

Many women leaders exemplify poise and grace in their leadership. One such leader is Michelle Obama.

Michelle Obama, the former First Lady of the United States, is renowned for her grace, poise, and

commitment to various social causes. During her tenure as First Lady from 2009 to 2017, and in the years since, she has continued to inspire and lead with dignity and compassion.

You will recall Michelle Obama's leadership style was marked by her ability to connect with people from all walks of life. She championed and continues to fuel numerous initiatives aimed at improving the lives of others, particularly children and military families. Her "Let's Move!" campaign focused on combating childhood obesity by encouraging healthier eating habits and increased physical activity. This initiative not only addressed a critical public health issue but did so in a way that was inclusive and motivating, rather than punitive.

Michelle has also been a strong advocate for education, particularly for girls. Her "Let Girls Learn" initiative aimed to increase educational opportunities for girls around the world, emphasizing the importance of education in breaking the cycle of poverty and inequality. Her own story of rising from humble beginnings on the South Side of Chicago to becoming a highly educated and influential leader serves as a powerful testament to the transformative power of education.

Throughout her time in the public eye, Michelle Obama has handled intense scrutiny and criticism with remarkable grace. She has remained composed and dignified, responding to challenges with thoughtful reflection and a positive outlook. Her speeches, such as her address at the Democratic National Convention in 2016, have been lauded for their eloquence, sincerity, and powerful messages of hope and unity.

In her memoir, "Becoming," Michelle shares her journey and insights, offering an intimate look at her life and the lessons she has learned.

Members of the I Am Leading Book Club, read this book and noted her authenticity and willingness to share her vulnerabilities that has resonated with millions, making her a relatable and inspiring figure. She continues to engage with communities through her writing, public speaking, and social media, using her platform to promote kindness, resilience, and empowerment.

Michelle Obama leads with a rare combination of poise, grace, intelligence, and empathy. Her ability to remain true to herself while advocating for others and addressing critical social issues has cemented her as a role model for leaders everywhere. Her life

and work demonstrate that true leadership is about service, authenticity, and the courage to make a difference, no matter the obstacles.

Add Elegance to your poise and grace.

Elegance is the quality of being graceful and stylish in appearance or manner. It embodies a refined simplicity, an effortless charm that transcends mere aesthetics. Much like a beautiful, elegant flower in full bloom, elegance is about more than just outer beauty; it's about an inner harmony and grace that radiates outward, captivating and inspiring those who encounter it.

When we think of elegance, we often picture someone who moves through life with a quiet confidence and poise. This person does not need to shout to be heard or wear the most extravagant clothes to be noticed. Their presence alone speaks volumes, much like a single bloom in a garden that naturally draws the eye.

Elegance is not about opulence or extravagance; it's about finding beauty in simplicity. It's about knowing who you are and embracing it fully, just like a flower that blooms without trying to be anything other than what it is. This authenticity is what makes true elegance so powerful and compelling.

Imagine a delicate orchid or a pristine lily. These flowers do not compete with the vibrant hues of others in the garden, nor do they need to. Their elegance lies in their unique structure, their understated beauty, and the way they stand gracefully amidst the greenery. Their subtle fragrance attracts bees and butterflies, not through overpowering scents but through a gentle, inviting aroma that promises sweetness and sustenance.

The flower does not seek attention; it simply exists in its natural state of beauty. Yet, it draws bees because it offers something of value. Similarly, a person who embodies elegance does not seek validation or attention but attracts others through their authentic self, their kindness, grace and their quiet strength.

Elegance extends beyond physical appearance. It is reflected in how one speaks, acts, and treats others. An elegant person listens more than they speak, values quality over quantity, and maintains composure in all circumstances. They have a calm demeanor and a thoughtful approach to life.

Like the flower that attracts bees, an elegant queen naturally draws others to them. Their presence is soothing and inspiring, making others feel valued and

respected. They lead not by force but by example, showing that true strength lies in restraint and true beauty in authenticity.

In relationships, an elegant queen brings grace and understanding. They do not seek to dominate but to nurture and grow together, creating a harmonious and balanced environment. Their elegance fosters a sense of peace and trust, making them cherished companions and leaders.

To cultivate elegance, focus on inner qualities as much as outer appearance. Embrace simplicity, authenticity, and kindness. Take care of yourself, not out of vanity but out of respect for the person you are. Practice mindfulness, gratitude, and humility. Just as a flower needs the right conditions to bloom, nurture your inner self to let your natural elegance shine through.

As you can see, elegance is the beautiful blend of grace, simplicity, and authenticity.

I think of the late Queen Elizabeth II as an epitome of magnificence and elegance. She was the longest-reigning monarch in British history and from the moment she ascended to the throne in 1952, Queen Elizabeth II dedicated her life to serving her country and the Commonwealth. Her reign spanned over

seven decades, marked by a steadfast devotion to her role. Her sense of duty was evident in her countless public engagements, state visits, and charitable work. She embodied the principle that true royalty lies in service to others.

Throughout her reign, Queen Elizabeth II navigated numerous challenges and crises with remarkable composure. Whether dealing with personal family matters or national issues, she maintained a calm and steady demeanor. Her ability to remain dignified and composed, even in the face of adversity, was a testament to her inner strength and elegance.

Queen Elizabeth II was known for her impeccable sense of style and timeless elegance. Her iconic fashion choices, from her vibrant hats and tailored suits to her stunning evening gowns, reflected her personal taste and royal status. Beyond her attire, her elegance was also evident in her mannerisms, speech, and interactions with others. She carried herself with poise and sophistication, embodying the essence of a true queen.

In an ever-changing world, Queen Elizabeth II remained a constant figure of stability and continuity. Her reign witnessed significant social, political, and technological changes, yet she managed to

adapt while upholding the traditions and values of the monarchy. Her presence provided a sense of reassurance and unity to the people of the United Kingdom and the Commonwealth.

Queen Elizabeth II's leadership style was characterized by humility, wisdom, and empathy. She listened to her people, valued their opinions, and responded with compassion and understanding. Her annual Christmas broadcasts and public addresses often provided comfort and inspiration during challenging times. She led by example, demonstrating that true leadership is about empathy and connection with others. She touched the core of others. You too can.

Despite her demanding role, Queen Elizabeth II always prioritized her family. She balanced her responsibilities as a queen with her roles as a mother, grandmother, and great-grandmother. Her dedication to her family highlighted her ability to combine personal and professional commitments, showcasing the multifaceted nature of her elegance.

Queen Elizabeth II's legacy is one of dignity, resilience, and steadfast commitment. Her influence extended beyond her country, making a significant impact on the global stage. She strengthened

diplomatic relations, supported numerous charitable organizations, and left an indelible mark on history.

Queen Elizabeth II's life was a testament to what it means to be a magnificent and elegant queen. Her grace, strength, and dedication set a high standard for leadership and service. She taught us that true elegance is not just about appearance but about character, integrity, and the ability to inspire and uplift others. Her legacy continues to inspire people around the world, reminding us of the enduring power of grace and duty.

"A crown shines brightest when it reflects the virtues of its wearer."

You too can enhance your elegance.

You can be magnificent.

You can lead with grace and poise.

Summary

Magnificence is defined as the quality of being exceptionally good, beautiful, or admirable.

To enhance your magnificence as a queen, embrace the following five standards:

1. Recognise yourself as royalty.
2. Wear your crown with confidence.
3. Claim your beauty.
4. Create boundaries.
5. Honour, respect, and treat yourself as royalty.

Moment of Reflection

1. Think about Queen Elizabeth II. What were the five qualities that you admired the most about her?
2. From today onwards, how will you carry yourself with magnificence and wear your crown?
3. What boundaries do you need to establish and maintain to enhance your life?
4. Meekness is a highly appealing characteristic for a woman, and it is pleasing to God. How will you incorporate this trait into your leadership style?
5. Remember that you were created in the image of God. In what ways will you honour, respect, and treat yourself as royalty? What are your personal standards and non-negotiables?

I am Ignited

Testimonial by

Faith Wanja, Managing Director, Design Touch International

I consider it a great privilege to have crossed paths with the energetic and inspiring Coach Loice. Our relationship began as churchmates and evolved into a mutually supportive business partnership.

I vividly remember Organising her 2023 BWC graduation luncheon event at Safari Park Hotel & Casino. The vibrancy of the ladies there caught my attention, sparking my curiosity about the programmes that Coach Loice offers. Seeking personal growth and encouraged by the positive feedback from her mentees, I joined the Unleash the She-Leader programme, the Woman of Excellence platform, the I Am Leading book club, and the Rich and Royal Abundant Ladies. Since then, my life has been on an upward trajectory in every aspect.

I highly recommend investing in her coaching lessons and exploring her written works to cultivate a balanced and thriving work-life lifestyle.

Chapter 5

BUILD YOUR CONFIDENCE

Conquer self-doubt, sabotage & fears!

"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." ~ Marianne Williamson.

I love this quote!

It affirms our power and reminds us that playing small does not serve the world.

I remember when I first read this quote years ago—it instantly shifted my perspective.

It was profound.

For many years, I knew deep down that I had a fire burning within me. I had a strong desire to help high-potential women who were struggling to let their brilliance shine. I understood their struggles with finding fulfilling careers and the pain of not living their dreams. I knew I had the ability to help these women reconnect with their passions and find joy, but I played small.

I allowed fear to hold me back. Fear of judgement, fear of criticism, and fear of not being good enough. I allowed my inner voice to derail me from my true purpose. I hid in the shadows because I was afraid of my own light. I became scared of shining too brightly and worried about being labelled as "too much." I needed to liberate myself from this fear.

Robin Sharma once said, **"Limitation is nothing more than a mentality that too many good people practice daily until they believe it's a reality."** That resonated deeply with me because that was the story of my life. I placed limits on myself and could not see the possibilities.

But something had to change. Thanks to my mentors and coaches, I was able to reignite the spark within me. It wasn't easy; it took time and effort, but it was worth it. When I embraced my true potential, everything changed around me.

I no longer relied on others for validation because I knew I was meant for so much more. I wanted to make a difference with the gifts God had given me. I reclaimed my power from the Word of God.

I realised that I was a queen. I was a child of God. I was fearfully and wonderfully made. God knew me even before I was formed in my mother's womb. I was born with a divine purpose.

As women, we often lose our spark and sparkle when we start listening to other people's opinions of ourselves. We allow others to tell us what we cannot do or what is impossible. We worry about what people will say. Eventually, we settle for a mediocre life that lacks brilliance.

We become superficial and fail to be the best versions of ourselves. We compare ourselves to others, and in the process, our souls and spirits' dim. It becomes a vicious cycle, year after year. We then subconsciously hand it over to the next generation.

This is something that we must overcome. We are born with inherent magnificence and glory. We should not allow other people's opinions to shape our lives. Each of us has a unique voiceprint. We don't need to listen to anyone who does not inspire us. Stay away from voices that dampen your spirit

and any person who tries to belittle you. You are special. You are unique. You were born with all your capabilities. You just need to activate them. You can accomplish more than you think. Let the Word of God have authority in your life. Recognise that you have the seeds of greatness within you.

You can blossom. You must blossom.

"The path to self-discovery is not a straight line. It's a zigzag. We move in and out of awareness: one step forward, three steps to the left, and a baby step back, another leap forward. A light bulb moment might shine brightly one day but then flicker the next. It takes work to hold tightly to a certain consciousness and to live in its wisdom. Every day, I have to intentionally maintain awareness of my value." **~ Alicia Keys**

Another reason our magnificence fades is because of the life experiences we go through. One of the many arrows that pierce our hearts and leave us bleeding is being hurt by people we trust. This is a pain one likely lives with if not addressed. It is a wound that can leave you devastated, disappointed, and depressed.

You may also face rejection. There is nothing as catastrophic as receiving rejection from your parents, spouse, children, colleagues, supervisors, close

relatives, and friends. The scar goes deep. It makes you doubt yourself. It makes you second-guess yourself. You are never sure if you are doing the right thing. Over time, you keep seeking validation from others instead of believing in your own abilities. Again, the more you seek validation, the worse it becomes, because they might never see anything good in you.

It is time to rise from the ashes of pain, hurt, grief, and rejection. Life may have been unfair. It may have brought more injury to your life. You may have been crippled by fear. You may have been savaged by worry, anxiety, and gloom. It is now time to shift your perspective. It is time to receive beauty for ashes. Your time has come.

Arise!

Start believing that you can rise above the storms in your life. Life is too short to stay stuck in the mud of unforgiveness. It is your responsibility to rebuild your life, one piece at a time. Your broken heart can be mended.

You are not a victim of your circumstances but a master of them. Whatever happened, has happened. It is time to forge forward. It is time to walk into your destiny. You are already equipped with all that you need to navigate through the stormy seas.

It is time to reclaim your power and unleash your full potential.

Your life can be rich and full of marvellous beauty only if you start to soar higher like the eagles.

An eagle does not fly with pigeons. It flies only with other eagles.

You have to associate yourself with people who bring out the best in you. People who give you permission to flap your wings and fly. You are meant to fly. Every challenge in life has prepared you to start flying. Every encounter with a toxic person has served a purpose, teaching you how to use your wings. Each mountain you've climbed has made you bolder, braver, and more confident in your abilities. Just like a chick breaking out of its shell, you are equipping yourself for your destiny. These lessons have ignited a fire within you.

"I can't change the direction of the wind, but I can adjust my sails to always reach my destination." ~ **Jimmy Dean**

Your greatest opportunity lies where you feel the most discomfort. It is in that painful, barren place. It is in the things that freeze you with fear, worry, and uncertainty. It is in the things you resist. That is where you will find your greatest treasure.

Why not let go of shame, self-limiting beliefs, and insecurities? Instead, start activating your passions, joys, and talents.

I remember vividly October 12, 2019. I was in class attending an entrepreneurship class. The buzz was about the INEOS 1:59 Challenge. The event was highly televised, and everyone looked forward to the results of the challenge. It was a momentous day of victory as Eliud Kipchoge stunned the world with his victory.

How did he achieve this?

He believed in himself and the ability to breaking the two-hour barrier for the marathon distance. This ambitious goal required not only exceptional physical preparation but also immense confidence.

His confidence was result of his rigorous regimen. Kipchoge consistently followed a structured schedule that included long runs, interval training, and strength workouts. His dedication to training built a strong foundation of physical fitness, which is crucial for confidence.

Another confidence builder is the close-knit training group that pushes each other to excel in his home and training area Kaptagat, Kenya. This supportive environment fostered confidence through mutual encouragement and shared goals.

If you can remember his statement before and after the challenge was that "no human is limited." This belief in the boundless potential of human ability is a cornerstone of his confidence. With this affirmation in mind, Kipchoge was able to visualize a successful race and a positive outcome, which helped him approach the race with a winning mindset.

Kipchoge's consistent performance over the years has built his confidence. Winning multiple major marathons and setting world records has provided him with the experience to handle pressure and the belief that he can achieve extraordinary feats.

His victory in the 2016 Olympic marathon and breaking the official marathon world record in Berlin in 2018 further cemented his status and confidence as a world-class athlete.

The INEOS 1:59 challenge was meticulously planned, with support from a team of scientists, pacemakers, and strategists. The technological and logistical support provided Kipchoge with the confidence that every aspect of the attempt was optimized for success.

Customized Nike shoes designed to improve running efficiency and a carefully selected, rotating team of pacemakers ensured Kipchoge could maintain the required pace throughout the run.

Confidence is the belief in one's abilities and judgment. It involves a sense of assurance and trust in oneself to accomplish tasks and face challenges effectively. Confidence is built through preparation, experience, positive thinking, and support.

You will agree with me that Eliud Kipchoge's historic achievement in the INEOS 1:59 challenge is a powerful reminder of the power of confidence when built through preparation, positive thinking, experience, and support. His journey inspires us to push our limits and believe in the extraordinary possibilities within ourselves.

What is your INEOS 1:59? Who is in your INEOS 1:59?

There is a story I saw on social media about an elephant and a dog that became pregnant at the same time. After three months, the dog gave birth to six puppies. After six months, the dog was pregnant again and gave birth to another dozen puppies nine months later. This pattern continued. On the eighteenth month, the dog approached the elephant, questioning, "Are you sure you are pregnant? We became pregnant on the same date, and I have given birth three times to a dozen puppies who have now grown up to become big dogs. Yet, you are still pregnant. What is going on?"

The elephant replied, "There is something I want you to understand. What I am carrying is not a puppy, but an elephant. I only give birth to one every two years. When my baby hits the ground, the earth feels it. When my baby crosses the road, human beings stop and watch in admiration. What I carry draws attention. So, what I'm carrying is mighty and great."

Take the encouragement from this story. Your dream is valid, regardless of your past. Step up! Don't lose faith when you see others prosper while waiting for your own blessings. Tell yourself, "My time is coming, and when it arrives, people shall yield in admiration."

This is what Ophrah Winfrey did.

Oprah Winfrey was born into poverty in rural Mississippi on January 29, 1954. Despite facing numerous challenges, including poverty, abuse, and discrimination, she demonstrated resilience and determination from a young age. Oprah found solace and strength in education and storytelling, skills that would later define her career.

At the age of 19, Oprah became the youngest and first African American woman to anchor the news at Nashville's WLAC-TV. Despite initial challenges and setbacks, including being demoted from her position,

Oprah persevered. Her authentic and engaging style eventually led her to a daytime talk show in Chicago, which would later become "The Oprah Winfrey Show."

"The Oprah Winfrey Show" debuted nationally in 1986 and quickly became a cultural phenomenon. Oprah's ability to connect with her audience through empathy, authenticity, and insightful interviews made her show a platform for discussing important social issues, personal development, and empowerment.

Oprah leveraged her platform to advocate for causes close to her heart, including education, literacy, women's rights, and child welfare. She established the Oprah Winfrey Leadership Academy for Girls in South Africa, providing education and opportunities to underprivileged girls.

Through her media empire, philanthropy, and advocacy work, Oprah Winfrey has become one of the most influential figures in the world. Her journey from adversity to influence exemplifies the transformative power of embracing confidence, resilience, and authenticity in pursuit of one's goals and in effecting positive change.

You can reshape your life too by embracing confidence and challenging your doubts and fears. Oprah's legacy continues to inspire generations to strive for excellence, compassion, and empowerment in their own lives and in their contributions to society.

It is time for you to be the confident woman who steps into her greatness.

While on game drives in our expansive parks, I have noted that "The Lion is confident, not because it is the strongest in the jungle, but because it knows its worth and capabilities. It strides through the savannah with regal assurance, its mane flowing like a crown. The Lion's confidence emanates from a deep understanding of its place in the ecosystem—master of its domain, yet respectful of the balance of nature.

In the vast expanse of the wild, the Lion's confidence is palpable in its every movement—a powerful stride, a commanding roar that resonates across the plains. It does not seek validation from others, for it knows its strength lies not only in physical prowess but also in strategic hunting skills and the wisdom passed down through generations.

The Lion's confidence inspires awe and respect among other animals. It leads its pride with authority and protects its territory with unwavering resolve.

The Lion embodies courage in the face of adversity, resilience in times of scarcity, and leadership in moments of challenge.

In the jungle of life, we can learn from the Lion's example. True confidence comes not from brute force alone, but from a deep-seated belief in oneself, an understanding of one's strengths and limitations, and a commitment to living authentically and purposefully.

Like the Lion, may we embrace our inner strength, stand tall in our convictions, and navigate life's savannahs with grace and confidence."

Have you ever heard the story of the Lion and the Gazelle? Every morning in Africa, a Gazelle wakes up, aware that it must outrun the fastest lion to survive. Similarly, a Lion wakes up each morning knowing it must catch the slowest Gazelle to avoid starvation. Whether you're a Lion or a Gazelle, when the sun rises, you must be ready to run.

Are a Lion or a Gazelle? Which one do you want to be? Decide and run!

Build your confidence!

Summary

1. Every woman is born with seeds of greatness within her.
2. It is important to nurture those seeds in order for them to grow and blossom.
3. We should not allow self-doubt and fears to kill our dreams.
4. Now is the time to rise from the ashes of trauma, fear, pain, and grief and claim the brilliance that God has given us.
5. We are meant to shine and sparkle like stars in a dark sky. So why not let go and allow God to restore our power to shine brilliantly?
6. Live life to the fullest. Activate your confidence. You are meant to thrive and soar like eagles.

Moment of Reflection

1. Close your eyes, take a deep breath, and breathe in and out.

    i. Take a moment to acknowledge your current situation.
    ii. Are there any sources of pain in your life? Release them.
    iii. Is past adversity causing you to limit yourself and hide your inner brilliance?
    iv. What if you let go of negative emotions and started focusing on the positive aspects of your life?
    v. Visualise yourself as a shining star, radiating brilliance and sparkle.
    vi. Recognise that you are a masterpiece in the eyes of God.
    vii. Take 5 minutes to absorb this realisation
    viii. Inhale. Exhale.
2. Open your eyes and take a moment to reflect on how you can turn a negative situation into something positive. Journal about all the good things happening in your life.
3. What are the things that you are afraid of trying but now feel ready to take on?

4. Are there certain people in your life who consistently bring you down? Determine which individuals you should avoid associating yourself with.
5. Confidence is built thorough preparation. What plans have you put down towards your goals?
6. Scan your thoughts. Do you think you can? Do you believe you are unlimited? Journal

I am Ignited

Testimonial by

Ruth Kituku

Global Educationist

*The **I Am Leading book club** has been a consistent part of my life for several seasons, and each book we have explored has contributed significantly to my personal growth and development. I attribute a great deal of this growth to Coach Loice, who has been a guiding influence in my life through her leadership of the book club. Her insightful guidance has prompted deep reflections, allowing me to evaluate my life and recognise areas in which I can make positive changes.*

*Coach Loice's influence has ignited a strong motivation within me to continually strive for self-improvement and personal growth. Her ability to facilitate meaningful discussions and encourage introspection has been instrumental in shaping my mindset and approach to life. I am truly thankful for the impact she has had on me, and I am deeply appreciative of her dedication to helping others grow through the book club. This book, **IGNITE**, is definitely a game changer!*

Chapter 6

ACTIVATE EXCELLENCE

Be Exceptional

"If a man is called to be a street sweeper, he should sweep streets even as a Michelangelo painted, or Beethoven composed music or Shakespeare wrote poetry. He should sweep streets so well that all the hosts of heaven and earth will pause to say, 'Here lived a great street sweeper who did his job well."
~ Martin Luther King Jr.

Excellence is not a matter of chance; it is a deliberate choice to rise above mediocrity and ordinariness.

It does not simply occur by happenstance; it is a conscious decision that requires meticulous attention

to detail, and a commitment to finding better ways of accomplishing tasks. It often entails going the extra mile to fulfil one's purpose in the most efficient and effective manner possible.

When one embodies excellence, it permeates every aspect of their life. It becomes a way of life, a habit that is consistently practiced. A prime example of a woman of excellence can be found in the biblical character of Ruth. Scripture describes her as a woman who personified excellence: **"Now, my daughter, do not fear. I will do for you whatever you ask, for all my people in the city know that you are a woman of excellence" (Ruth 3:11).**

Ruth's commitment to excellence is evident in her resolute decision to remain with her mother-in-law, Naomi, even after being widowed. She made this choice without hesitation, demonstrating her unshakeable determination. Furthermore, Ruth's allegiance to Naomi's God, forsaking the gods of her native land, exemplifies her selfless love and service towards her mother-in-law.

It is important to note that Ruth was under no obligation to make these choices. As a widow, she could have easily returned to her people, the Moabites. However, she chose to transcend the

ordinary and pursue a higher path. Her courageous decision to deviate from what was familiar showcased her faith and noble character.

Ruth's commitment to excellence extended beyond her relationship with Naomi. She humbly obeyed her mother-in-law's instructions and trusted her guidance. Her loyalty knew no bounds, as she went above and beyond to ensure the well-being of those she cared about. Ruth's resilience in the face of hardship and adversity is commendable; she did not allow her circumstances to hinder her pursuit of her destiny.

Ruth's story highlights that greatness is not restricted to those who possess exceptional abilities or come from privileged backgrounds. Even an ordinary individual can achieve extraordinary things by undertaking ordinary tasks in an extraordinary manner. The narrative also emphasises that, excellence is a process rather than a destination. It requires continuous growth and progress, constantly striving to become a better version of oneself. Overcoming mediocrity and living an excellent life necessitate unwavering determination, consistent effort, and a refusal to succumb to procrastination.

In conclusion, the pursuit of excellence is a deliberate decision that requires dedication and perseverance. It is achieved by consistently striving to improve oneself and approaching life with a virtuous mindset. Ruth's exemplary character serves as a reminder that greatness can be attained by anyone, regardless of their circumstances. By embodying excellence and refusing to settle for mediocrity, one can uplift oneself from stagnation and live a life that is both admirable and distinguished. When you practice excellence, you are meticulous and conscientious. You are attentive to everything you do. You plan. You put your heart and soul into your work. You are thorough. You delve deeper into all the details. You give your best.

"The heart of human excellence often begins to beat when you discover a pursuit that absorbs you, frees you, challenges you, or gives you a sense of meaning, joy, or passion." Terry Orlick

Having a purpose in your life creates excellence. You can't help it. Just like Ruth, she had a purpose. In obedience to what Naomi had proposed, she courageously walked into her purpose. She felt the fear but did it anyway. She surpassed all other women with her noble character.

Purpose drives you to go the extra mile because you have a burning desire within you to achieve your vision, dreams, and goals.

When you have a purpose, you are focused on your priorities. You know what you want, and you go for it. This brings excellence because you want to shine. You want to not only achieve your goals but also surpass expectations.

You are not satisfied with barely scratching the surface. You are not happy with triviality. You know you are meant for more, and you practice getting more done while maintaining quality.

We live in a world where mediocrity is the norm. Most women settle for the minimum. They don't stretch. They live unchallenging and boring lives. They are too dependent on others. They do not improve themselves or even their homes.

This is the opposite of the woman of excellence we read about in the Bible in the book of Proverbs.

***"Who can find an excellent woman? She is worth far more than rubies."* Proverbs 31:10**

The woman described here is not an average woman. She is a woman who adds value. Her value can only be equated to far more than rubies. She

pays attention to details and recognizes her royalty. She knows she is the queen of her kingdom.

She rises early in the morning and provides food for her household and portions for her maidens. ~ Proverbs 31:15

Excellence demands nothing but the best. To be outstanding, you must put in the work. Just like the proverbial woman, you cannot afford to be lazy. You must rise while it is still dark because you have goals and a purpose. Something within you is ablaze. You know you hold the keys to your generation's blessings.

She considers a field and buys it; from her earnings, she plants a vineyard. Proverbs 31:16

A woman of excellence is knowledgeable. She keeps learning, unlearning, and relearning. Acquiring knowledge equips her with the skills to excel in the marketplace. She adds value all the time. She is thrifty and uses her resources to create wealth for the family. This is going the extra mile.Where is your field?

"She makes coverings for herself; her clothing is fine linen and purple." ~ **Proverbs 31:22** The Proverbs 31 woman is exceptional in her home, excelling as a wife and homemaker. She takes great pride in her appearance, dressing like royalty. This woman not only produces fine linen but also sells it and delivers

girdles to merchants. Does your covering embody royalty? Do you have taste?

A woman of excellence not only takes pride in her work but also in her identity. She is no ordinary woman; she is a queen, embodying royalty. With dedication, she willingly uses her hands to craft only the finest linen, upholding her high standards.

She is an entrepreneur, actively participating in the marketplace. This allows her to consistently generate income to support her family and fulfill her responsibilities. Importantly, she operates with integrity, refusing to take shortcuts or pursue the easy way out.

Excellence will open doors for you. You will be known for your productivity, competency, and skill. You will be recognised for rewards wherever God has planted you. This is because you will be so valuable that no one can afford to lose you.

Sometimes, as women, we confuse excellence with perfection. When one pursues perfection, they end up waiting for things to be perfect or the perfect time. This leads to procrastination and eventually decreased productivity.

Excellence, on the other hand, is not externally validated. Excellence calls for doing the right thing

with all your might. It is about giving it your best and not relying on demands from other people or emulating a person who is not you and whom you can never become.

I am not sure whether this story is true or not. I loved the lesson. I will customize it for this chapter.

One day, amazing female leaders were sponsored by their organisation for a leadership retreat. When they arrived, they received some bad news that one of them, who had hindered their growth as a club of ambitious female professionals, had died and that her body was in a coffin. They were very sad about this news but curious. They were curious to know who this lady was who had died and had hindered their growth.

As each lady got closer to the coffin and looked inside, they suddenly became speechless. They stood near the coffin in shock and in silence, as if someone had touched the deepest part of their soul.

There was a mirror inside. They were seeing themselves. Next to the mirror, there was a message that said, ***"There is only one person who is capable of setting limits to your growth, and that person is you."***

That was an invitation to position themselves as women of excellence. It was a call for expansion, to

evolve, and to find their voiceprint and own it.

This is also your invitation to surpass average and mediocrity and to scale higher levels of excellence.

Dorcas, also known as Tabitha comes to mind as a woman who was a model of excellence. Her story is in the Book of Acts, Chapter 9.

She lived in the coastal city of Joppa (modern-day Jaffa, Israel and was described as a disciple who was **"always doing good and helping the poor" (Acts 9:36, NIV)**. Dorcas was known for her acts of charity and service to others, particularly to widows who were among the most vulnerable in society at that time.

Dorcas's ministry focused on making clothing for the needy. She used her skills in sewing and garment-making to provide tangible assistance to widows and others who lacked basic necessities. Her compassionate service not only met practical needs but also demonstrated Christ-like love and care for those around her.

Tragically, Dorcas became ill and died. The news of her death deeply affected the community, especially the widows and others whom she had helped. They mourned her loss and gathered around her, showing the impact of her selfless service and the relationships she had built through her acts of kindness.

After fervent prayers by Apostle Peter, Dorcas miraculously came to life.

What can we learn from this story?

Dorcas's example teaches us the importance of compassionate service to those in need. Her ministry of making clothes for widows reflects a practical expression of love and care for the marginalized and vulnerable in society.

Her generosity went beyond mere charity; it was rooted in a selfless desire to alleviate suffering and meet the practical needs of others. Her life challenges us to consider how we can use our talents and resources to bless those around us.

Her story challenges us to emulate her example by looking for opportunities to serve our communities with love, compassion, and selflessness.

Just like Dorcas, we have opportunity to step UP to greatness as we tap into our talents more deeply than before and turn ourselves into powerful, brilliant powerhouses.

Isn't it time to live a purposeful life and share your unique, beautiful gifts with the world?

Summary

1. Excellence is the outcome of deliberate actions and intentions.
2. It should be a pervasive attitude in everything you do. It demands that you strive to be outstanding, meticulous, and exceptional in all your endeavours.
3. It provides an opportunity to eliminate mediocrity, averageness, and triviality from your life.
4. The Spirit of Excellence urges you to elevate yourself, go the extra mile, and approach ordinary tasks in extraordinary ways.
5. To activate excellence in your life, embrace your purpose, and share your outstanding gifts with the world. Your gifts will unlock doors of opportunity for you.

Moment of Reflection

1. How will you increase excellence in every area of your life? Use the 'Wheel of Life' to guide you
2. What three habits will you stop practicing starting today?
3. What three habits will you start practicing that are aligned to your purpose?
4. Who will cry when you die?

I am Ignited

Testimonial by

Jane Mutwota

Culinary Professional

I knew very little about life coaching until I had the privilege of meeting Coach Loice Muteti. She pushed me out of my comfort zone, sparking a great awakening and self-awareness that I had never imagined.

Since I began my coaching journey with her, I've learned, unlearned, and experienced a profound transformation in my life. This is why I highly endorse this book. Meeting Coach Loice has completely changed my mindset, and I am certain that I am no longer the person I used to be. This book can change your life, too.

Chapter 7

STIR YOUR COURAGE!

Build Resilience & Grit

"Courage doesn't always roar. Sometimes courage is the little voice at the end of the day that says I'll try again tomorrow." ~ Mary Anne Radmacher

Feel the FEAR.

Look at it eyeball to eyeball.

Wink at it.

Move on!

Whatever life brings your way, resolve never to sink in despair.

Each time you fail, simply rise. Don't stay beaten down.

There is always a way, albeit not easy, to overcome every setback, challenge, or failure.

I love the inspirational story of the eagle and how it renews itself.

It is a story that resonates with a woman of courage who is not stopped by negative circumstances but rises to higher levels of faith and courage when faced with obstacles and setbacks.

The eagle is the bird that has the longest lifespan. It can live up to seventy (70) years. To reach this age, the eagle must make a difficult decision!

In its fourtieth year, the eagle's long and flexible talons can no longer grab prey. This means that it can starve if it does nothing. Again, its long and sharp beak, after fourty years, has become bent. Its feathers at this age are thick, making the wings heavy and hence difficult to fly.

Something must change! Otherwise, the eagle will simply die. It is left with only one option: to go through a painful process for five months or simply die.

This process requires the eagle to fly to a mountaintop, sit in its nest, and tap its beak against a rock until it plucks it out. Then, the eagle will wait for the new beak to grow back and then pluck out its talons. It will wait until the talons grow back and then pluck its aged feathers. Once the feathers grow back, the eagle takes its famous flight of rebirth and lives for thirty (30) more years.

It is easy to feel defeated when faced with difficult and painful circumstances. However, the story of the eagle teaches us that we can rise above the challenges life throws our way.

It is during such moments that we learn to have good courage.

Think of Farichi. Farichi is an awesome, beautiful woman in her forties. She got married to a handsome man just ten (10) years ago in a beautiful wedding ceremony on a faraway island in the blue Indian Ocean of East Africa. All the guests at her wedding were happy and cheered her into a world of marital bliss.

Farichi had longed to be married. She looked forward to having two children, a boy, and a girl. She had, over the years, admired her friend, who was happily married, and had prayed for the right man to come

into her life. God answered her prayers, and she made sure the wedding ceremony created memories of fun, joy, and beauty.

Ten years later, Farichi had not conceived. She did not have a baby, and her dreams were shattered. Each day, she felt the pain of being judged by her colleagues at work. It was very painful, especially when she was invited by her friends, who had been married for less than two years, to their baby showers. After the shower, Farichi would cry her heart out. Why had God done this to her? What had she done wrong? And if that was not enough, Farichi's husband, Jabali, left her for another woman, claiming that Farichi must have had an abortion in the past, which was the reason she could not conceive.

This only plunged Farichi deeper into hopelessness, stigma, and disappointment. All of her dreams seemed to vanish like vapor.

However, like an eagle, Farichi faced a crucial decision: to renew her strength through a painful process. She chose to take a personal retreat to reflect on her life. During this retreat, she made some resolutions, one of which was to seek the help of a marriage counsellor, therapist, and renowned gynecologist.

Slowly but surely, she began to heal and find peace within herself. She followed the doctor's recommendations, and her attitude began to change. She even started organising baby showers, no longer feeling sorry for herself. She improved her lifestyle and became more positive. As a result, her husband started to appreciate her more than ever before.

Over time, their relationship improved significantly. However, the couple still faced scrutiny from relatives who wondered why they had been unable to have children despite being together for over a decade.

One day, Farichi woke up feeling exhausted and dizzy. Her husband suggested she see a doctor before going to work. And guess what? The doctor had good news: Farichi was finally pregnant! She called her husband, who was overwhelmed with joy.

The inspiring story of Farichi and Jabali serves as a reminder that troubles can come unexpectedly, catching us off guard. But if we face setbacks and challenges head-on and refuse to be defeated by them, we can overcome them and experience success.

Jabali's infidelity and Farichi's infertility initially led him to another woman. However, that relationship

ultimately failed because the other woman did not share the same values as his wife, Farichi. When it fell apart, Jabali returned to Farichi. Had Farichi given up immediately, their reunion would not have been possible.

Once again, it was Jabali's betrayal and Farichi's infertility that led her to seek solace in the personal retreat, where she sought answers to her struggles. This retreat opened a long-closed door in her life. The gynecologist started her on a fertility programme, while the therapist helped her navigate her challenges.

It took courage for Farichi to reach out for help. It was an act of faith for Jabali to return to his wife and apologize for abandoning her when she needed him the most. And it took determination for Farichi to welcome her husband back into her life while still respecting and honouring him. The story of Farichi and Jabali is a testament to their perseverance and steadfast commitment to their marriage, despite numerous setbacks, challenges, and disappointments.

It takes bravery to walk with your head held high when everything and everyone is against you. For a woman to survive and thrive in a world that mocks and criticizes her, it requires a great deal of inner strength.

Maya Angelou once said, *"We delight in the beauty of the butterfly, but rarely admit the changes it has gone through to achieve that beauty."*

This quote reminds us of the transformation that occurs when a caterpillar becomes a butterfly. It mirrors the story of a woman who embraces courage, resilience, and grit. Our struggles in life help us develop our strengths. Without setbacks and disappointments, we can never truly grow and become stronger.

But perhaps the most important aspect to understand is that, though others may walk with us, our journey is ultimately our own. We must not only acknowledge but also accept this fact.

Life can often feel like a roller coaster, with its ups and downs. Sometimes we experience happiness, while other times we find ourselves feeling sad. We may revel in a sweet victory one day, only to be knocked down the next.

Have you ever felt this way?

Can you recall a time when life threw a curveball that completely turned your world around? Life is unpredictable, and we have no control over what happens to us. However, we do have control over our attitude, our decisions, and our choices. Today, you have a choice: you can live your life with joy or

choose to complain and be bitter about the bumpy ride. The choice is yours.

On January 1st, 2019, like everyone at the beginning of a new year, I was enthusiastic about the opportunities it would bring. I knew what I wanted and had written down my goals and aspirations. One of my ambitious goals was to enroll in a public speaking class within the first quarter of the year, targeting March. I was prepared and elated.

I registered for the course and eagerly anticipated March, the month that would bring new beginnings to my passion for inspiring others. It was also my birthday month.

But in February, my goal, focus, and ambition were disrupted by a sudden headache. The headache did not just linger on for hours, but days!

Everything came to a dead stop. A visit to the Doctor showed I had a chest infection. Do chest infections cause this kind of headache, I wondered!

I held on. I took the full prescription of the drugs. Nothing changed. Surprisingly, the headache was more intense six days later. I experienced pain, blurred vision, numb hands, and weak legs. I was confused, and nobody had an answer for what was happening to me.

No painkillers could relieve the suffering. I was devastated and desperate for a solution. My life was slipping away before my own eyes.

Things were spinning very fast. From head scans to vision tests, to blood tests. The Doctors seemed perturbed and yet they did not seem to have an answer.

By the time I was leaving the Neurology clinic, one thing was clear. I was booked for hospital admission. How could things turn around so fast?

This sank deep. I thank God for my sister in love. She is named like me. She was my angel. She facilitated my hospital admission. I could not do anything on my own. I could not even walk or speak. I was losing myself fast.

My sweetheart was away, out of the country on official duty. The children were all alone at home. Have you ever been in a circumstance like this? That you were once strong, able and independent, then suddenly, you are weak, helpless, and dependent on someone to assist you in everything?

That was me!

As if this was not enough, after a night of pain and anguish, the neurosurgeon visited early in the morning and dropped a bombshell- "You have a Brain Tumour"

My world collapsed. My strength seemed to drain out of me. The last words I heard were, ***"You are scheduled for brain surgery."***

I was too weak to process this information. The rollercoaster of emotions was overwhelming.

Before I could process all this, I faintly heard the question, "Do you have a will?"

This was astonishing! "Who has a will in the hospital"? "Why would I need one now"? It seemed absurd. Did it mean I was dying?

Silence filled the room. I stuttered my words, barely audible. Then it dawned on me. The doctor had scheduled me for brain surgery, and I had no choice. It was the only option to remove the tumor.

Anxiety and fear struck me like lightning bolts. Would I survive? What about the potential side effects of the surgery, like losing my ability to speak or walk upright or experiencing slurred speech and impaired memory? These questions overwhelmed me.

Finally, the day arrived: March 1st, the day before my birthday. This day I woke up optimistic. The doctors had managed my pain. I was eager to undergo the brain surgery. Somehow, I did not fear anymore. The prayers from family, friends and colleagues held me

together. The last thing I recollect is my husband being close to me as I was wheeled to the theatre. When I was ushered in through the doors of the theatre, and he was left behind, I suddenly felt lonely and alone.

The loneliness was cut short by the team of nurses who engaged me and made sure I had no opportunity to overthink.

When I woke up in the recovery room, I thought the surgery had not taken place. I had no pain. It was quiet. I tried moving my limps and hooray! I was fine. I reached out to my hands and yes, they were all fine. I asked the nurse in the room whether the surgery had taken place and she enthusiastically affirmed with a beaming yes! I was exhilarated. I had survived. There was no need for a will, right?

I was taken to the High Dependence Unit (HDU) to complete the recovery. Everything was working out for me. I wanted to get out of the hospital very fast so I asked the doctor if I could start practicing walking one day after surgery. The Doctor was also happy with my quick recovery and ability to bounce back. Everything was fine.

Suddenly, to my utter shock, I started convulsing. I had never experienced this before. I knew that the moment had come to face my maker. I had no

control over my body's movements and jerks as I spun around, feeling completely alone.

The nurses were not near my bed. I could not shout for their attention. My world was spinning very fast, and every jerk intensified what seemed like an electric spark in my body. Interestingly, despite my lack of control, my mind remained alert as my entire body shook and vibrated.

Throughout the ordeal, I constantly reassured myself that I would overcome this. I spoke to my spirit, seeking courage and hoping for the best. There was no room for defeat. "I have to keep going." The more I spoke to myself, the stronger my courage grew.

Finally, the episode came to an end, and I woke up to find nurses surrounding me. Confused and shaken, I asked, "What just happened?"

The nurses were amazed and shocked that I was able to speak right after a major convulsion.

Little did they know that during the traumatic episode, I remained alive in spirit and silently spoke words of hope, creating a positive atmosphere around me.

When the second convulsion hit, I was now the master. My mind was alert. I kept on speaking to myself. I kept on gathering my courage and reassuring my spirit

that this too would end.

Five days after the brain surgery, I left the hospital smiling and whole. I could speak, and I could walk. I had been given another chance at life.

I am so grateful for the many men and women who stood by me.

I am the only girl child of my parents and the first born. I am used to taking care of others. I never knew I would be in a space where I needed others to take care of me.

To my dear mom, I cannot thank her enough. She was the embodiment of courage. She could not leave my dad who had been unwell for more than a decade as she was the caregiver. However, throughout this journey, she was the pillar. She sent people to visit me who would provide a report of my progress. She prayed for me, and God answered her prayer. This reminds me of this lyric….

When Mama prayed, good things happened
When Mama prayed, lives were changed
Not much more than five-foot-tall
But mountains big and small
Crumbled all the way when Mama prayed

Growing up, I did not have a sister. I did not know how it felt to have a sister. I now have two sisters' courtesy of my brothers. These two ladies gave their best while I was in hospital. I truly thank them. Thank you, Anne and Loise. You are an epitome of courage.

It is said after the wedding, comes the marriage. The true test of your marriage is not when everything is working and okay. It is not when you are on the mountain top or on the white sandy beaches having a good time. The test is when you hold on despite knowing what the next step is. It is when you hope against hope and still whisper "I love you" despite the circumstances. That was Mr. Tomato, as we love calling him. He stood with me. He was present not just physically but emotionally too both in hospital and out of hospital. I remember the many times he encouraged me despite me not understanding what he was saying. I think the part of my brain that experienced joy and happiness had a freeze. He never gave up. He reassured me repeatedly.

My children were ushered to a world they did not know. Suddenly, they were home alone. Mom was admitted. Their dad was miles away. I thank them for holding on. That is courage.

I could not have made it through the hospitalization and recovery without the love and support of my family, friends and church community and work colleagues. I thank them very much.

God has shown me incredible grace, and now I am ready to embrace the next chapter of my life. I am determined to "go for it."

I share this story to encourage you and remind you that there is always hope. No matter how bumpy the rollercoaster ride of life may be, you have the power to make choices. You can either find joy in the ups and downs or be consumed by bitterness and complaints.

As John Maxwell once said, **achieving a dream is not just about what you accomplish but also about who you become in the process.** You are becoming a woman of courage, someone whose life is not dictated by circumstances.

Remember, no matter what happens, always recite the Serenity Prayer.

Today, as I write this, I am living my dreams.

I have chosen courage over fear.

I am creating a positive difference in the world, one woman at a time teaching, training and coaching.

I am igniting the world with courage.

Summary

1. You may not have control over the circumstances or people in your life.
2. Focus on things that you can control.
3. Foster a positive attitude that life does not happen to you, but rather, happens for you.
4. Master your circumstances with courage and build resilience.
5. There is hope! You will be guided to the next step.

Moment of Reflection

1. What are you choosing to do today, despite your fear?
2. Affirmation: Life doesn't happen to me; it happens for me.
3. Reflect on a difficulty or obstacle you have overcome. Acknowledge yourself for the courage you demonstrated.
4. What is the next step that you are willing to allow yourself to experience no matter what?

I am Ignited

Testimonial by

Mumbi Mwihurih

Advocate of the High Court of Kenya & Corporate Governance Expert

I stumbled upon an unexpected journey, which I believe was destined and aligned with my leadership path. Despite numerous failures, I never gave up—perhaps that's what defines a born leader. I joined the "I Am Leading Book Club" hosted by Coach Loice in Season 4 and read "The Greatness Guide" by Robin Sharma. Additionally, I enrolled in Coach Loice's "Unleash the She-Leader" coaching programme, which I repeated twice to fully grasp its enriching concepts.

Interacting with and learning from other remarkable women in this club has been a blast. These women have faced pain, conquered fear, and broken through their success barriers by taking responsibility for their choices and actions. I have challenged myself in every aspect of my life, but for now, I take pride in my weight-loss journey. I started the book club at a size 30, aiming for a size 16. Although I'm not there yet (as of 2024), I am steadily approaching

my goal. Coach Loice encouraged me to lead the Intermittent Fasting Challenge, and I am grateful for her trust.

I did not realise how much I needed someone to guide me, hone my leadership skills, and deepen my understanding. Coach Loice has done this with humility, skill, and grace. Her ability to select relevant book titles season after season is what I call the 'Golden Strand' of purposeful living. My experience in the book club has helped me overcome fear and strengthened my belief that "nobody has influence over me unless I allow them to. My life tomorrow will change based on the decisions I make today." As Loice often says, I am not broken; I am becoming.

I thank Coach Loice for a journey that began with unleashing my leadership potential and has continued through various stages of personal and professional growth. From financial literacy and identifying atomic habits to appreciating the hero within and making wise financial decisions, each step has been transformative. Learning how to win friends, influence people, developing emotional intelligence, and embracing discipline has empowered me to believe in myself and my abilities.

Coach Loice's guidance has helped me navigate numerous challenges, embrace feedback, and continuously learn and grow. The journey through twelve seasons(as at mid 2024), twenty-one books, and ten coaching programmes has been incredible, and I am forever grateful to Coach Loice. I have found my tribe and am here to stay as a life member of the "I Am Leading Book Club." Loice genuinely cares about the welfare and success of others, and her passion is evident in the positive impact she has on so many lives.

The book club has been a fantastic platform for like-minded individuals striving to better themselves and others. I highly recommend Coach Loice to mentors, leaders, and anyone looking to make a positive impact in their communities and live a purposeful life.

Interacting with participants in the "I Am Leading Book Club" has been enriching, and I will continue to engage with this platform. Loice's leadership and presentation skills are professional, informative, and challenging, guaranteeing growth and positive change. The life skills, exercises, programmes, interactive sessions, real-time examples, and engaging audience are all influential and impactful.

Loice, you are an incredible inspiration to me and many others—a true trailblazer and influencer. I look forward to speaking my truth and sharing my story to help heal others.

Chapter 8

NURTURE YOUR GROWTH

Cultivate a Growth Mindset

"You learn something valuable from all of the significant events and people, but you never touch your true potential until you challenge yourself to go beyond imposed limitations." ~ Roy T. Bennett

Did you know that you are born without limits?

There are no boundaries to who you can become.

All limitations have been imposed on you.

You were born with freedom.

Unfortunately, it is your programming and conditioning that set limitations on what you could achieve, do, or possess. What you heard, saw, and experienced as you grew up determines how far you can go.

As a result, many women have stagnated in their personal growth.

Did you know that the moment you stop growing, you die? You are meant to be growing every day as long as you are breathing.

This also applies to your personal development. Every day, you should challenge yourself to grow.

Growth brings about change. Change is an inherent part of growth.

As you read this book, you are currently in one of the stages of growth mentioned above, and several positive changes have occurred in your physical body.

If you are not progressing or changing, then you are not experiencing growth.

Likewise, in your personal life, if you find yourself stuck in a repetitive and unchanging routine, you are in a

state of stagnation. The only difference between this state and death is merely a matter of perspective.

If you continue to do things in the same manner as you always have and yield the same results, it is evident that you have ceased to evolve and will soon be metaphorically "dead."

To truly grow, you must embark on new endeavours and explore uncharted territories. Engage in positive actions that you have not attempted before. Discover places you have never visited and become the person you have yet to be. This is the essence of personal growth.

This reminds me about the story of the woman with the issue of blood in the Bible. This woman's life was marked by a relentless struggle. For twelve long years, she had suffered from a condition that caused a constant flow of blood. In her society, this was more than just a medical condition; it was a source of profound shame and seclusion. Blood was considered unclean, and anyone with such a condition was deemed impure, forced to live on the fringes of society.

What is intriguing is that this woman was nameless. She had tried everything to find a cure. She had visited numerous physicians, each promising relief

but delivering none. Every failed treatment drained her resources, leaving her financially destitute and emotionally devastated. Her hopes had been raised and dashed so many times that despair had become a familiar companion.

Her condition not only affected her physically but also isolated her socially and spiritually. She was cut off from the temple, unable to participate in communal worship or family gatherings. I can imagine people avoided her, fearing contamination. The weight of her suffering pressed down on her every moment of every day, a constant reminder of her brokenness and isolation.

It was in the midst of this darkness, that she heard whispers of a man named Jesus—a healer who had performed miracles, giving sight to the blind, making the lame walk, and even cleansing lepers. Could it be possible? Could this man heal her when all others had failed?

Hope, fragile yet persistent, began to flicker within her heart. She knew she had nothing left to lose. Her desperation fueled a daring plan. She would find this Jesus, and she believed—no, she knew—that if she could just touch the hem of His garment, she would be healed.

But this was no simple task. Jesus was constantly surrounded by crowds, people pressing in from all sides. For a woman deemed unclean to push through such a crowd was unthinkable, fraught with risk. Yet, her need was so great that it overshadowed her fear.

On the day she heard that Jesus was passing through her town, she gathered what little strength she had and set out. The streets were teeming with people, all vying for a moment with the healer. She saw Him, moving steadily through the throng, and steeled herself for what she had to do.

With every step, she faced potential humiliation and rejection. Yet, she pressed on, pushing through the sea of bodies, ignoring the whispers and looks of disdain. Her determination was a force of its own, born of years of pain and an unyielding desire for wholeness.

Finally, she was close enough. Summoning all her courage, she reached out and touched the hem of His garment. In that instant, she felt a change within her body. The bleeding stopped immediately, and she knew she was healed. Relief, joy, and gratitude flooded her heart. But her moment of anonymity was shattered when Jesus stopped and turned, asking, "Who touched my clothes?" The disciples, puzzled,

pointed out the pressing crowd around Him. Yet Jesus knew that something significant had happened. Power had gone out from Him.

Trembling, the woman came forward and fell at His feet, confessing everything. She feared rebuke, but instead, she found compassion. Jesus looked at her with kindness and said, "Daughter, your faith has healed you. Go in peace and be freed from your suffering."

This is a story of a woman who defied doing things the same she had always done. She tried something that had not been heard or done before. She was a trailblazer! Despite her suffering and social stigma, she dared to step out of her comfort zone, driven by a desperate hope and strong belief in Jesus' power to heal. Her bold act of reaching out, literally and figuratively, brought her the healing she had long sought.

How many of us have dreams and goals that seem out of reach? How often do we let fear, doubt, and past failures hold us back?

You cannot move to the next level of your success without taking leaps. Leaps of faith and an unshakeable belief in your ability to succeed.

This type of growth does not occur spontaneously. It requires intention and careful design. One must deliberately set out to grow areas of their life. It does not happen by chance or accident.

For example, if you desire to advance in your career and possess a bachelor's degree, you must consciously determine the next stage of your professional development. This may involve pursuing a complementary degree, enrolling in a post-graduate program, or undertaking specialized courses to propel you to the next level.

The individual who completed their bachelor's degree cannot simply remain the same while pursuing a post-graduate degree. Change is necessary. Your mindset must expand and adapt to encompass the qualities and mindset of someone pursuing a degree at a higher level.

Just as a caterpillar undergoes a transformative process to become a beautiful butterfly, you too must evolve and experience transformative change. Just as a butterfly cannot revert to being a caterpillar, you cannot regress to being the same person you were before.

You cannot remain the same as you were when you were five years old. That stage of your life has passed.

Similarly, when you undergo transformative change, your life can never be the same as it was before.

Advancing to the next level in your life requires you to become a better version of yourself. This improvement can only be achieved through change. Change is not easy. It is not fun. During this process of transformation, you may encounter pain, struggle, and uncertainty. It is a messy and challenging journey.

Often, while undergoing change, it is difficult to comprehend why certain things are happening or why there is so much chaos and noise surrounding you. Similar to a seed cracking through the hard soil, growth requires breaking through obstacles before germination and growth can occur.

The Chinese Bamboo Tree provides an interesting analogy for this concept.

The Chinese Bamboo Tree takes several years to grow into a magnificent tree. In the first year of planting, despite efforts to nurture the seed through watering and fertilizing, it may seem as if nothing is happening. It may feel as though all the efforts are in vain.

This pattern repeats itself in the second year, the third year, and the fourth year.

Still, nothing remarkable appears to transpire.

However, in the fifth year, the seed finally sprouts into a towering, magnificent tree. Just like the Chinese Bamboo tree, you have seeds of greatness within you. You have everything it takes to thrive and share your light with the world. However, to manifest your potential, you must be in the right environment.

Similar to the tree, you need to nurture the seeds to help them grow. They require the water of personal development, which can be obtained through learning new knowledge. Continuously learning about things, you are passionate about or that are related to your work is crucial.

You must also nurture the seed by using manure. These are the lessons learned from failures, setbacks, and disappointments. These great lessons have the power to bring out the greatness within you in unimaginable ways.

Whenever you face a setback, failure, or disappointment, it is important to ask yourself, "What have I learned from this?"

Remember, human beings are not perfect, and failure is a part of life. Sometimes you start things without completing them because you didn't do proper research. You might also be disappointed by a business partner who doesn't hold up their end of the bargain. When faced with such heart-breaking experiences, don't give up. Instead, hold on and reflect on what you have learned from the situation.

Most of the time, you will realize that you ignored your intuition. There is always guidance available, but we often fail to listen because we aren't still enough. It is crucial to create time and listen to the whispers of your soul. These whispers can guide and prevent you from traumatic experiences.

It is through facing calamities, challenges, and struggles that you discover your true strength. The question is, can you navigate through these situations with grace and a positive attitude? These moments in life are what propels you to the next level.

At work, your boss may hinder your success. At home, your child might drive you crazy. In your relationship, you may wonder why you're being punished. Your clients may frustrate you, leaving you confused about your life.

Your faith and character may be tested, and your endurance may wear thin. However, don't give up. It is through struggles that you gain the strength to overcome.

You need resistance to soar like an eagle. Without resistance, an eagle cannot soar. You are meant for great heights, and you need that push to take you to the next level.

Imagine a motor sports boat in deep blue waters. It must push through heavy and powerful currents. It is the resistance that gives it the necessary push for victory.

The growing woman finds the courage and faith to move forward despite her circumstances. She knows her worth as a queen and has dominion over her environment. She recognizes that she is stronger than her negative circumstances.

There was a time when I had to overcome resistance to acquire the necessary knowledge, skills, and competence to advance in my career.

I had two courses that needed to be completed: A Master of Business Administration and a Higher Diploma in Human Resource Management. This required approximately four years of intensive study.

Returning to college while raising a young family and working full-time entailed making numerous sacrifices. I had to find a balance amidst the challenges. To succeed, I made changes to my daily schedule, such as staying up late and waking up early. This allowed me to create time for personal study while still attending to the needs of my family. I no longer had lunch breaks at work; instead, that time was dedicated to completing college assignments.

During this stage of my life, my financial resources were primarily allocated to paying for college fees rather than furnishing our home.

It was a season that was difficult. I had to invest significant time and money into my career growth. The growth did not happen by chance; instead, it was a well-planned project. I made a deliberate effort to advance my career.

"You cannot change your destination overnight, but you can change your direction overnight. If you want to reach your goals and fulfill your potential, become intentional about your personal growth. It will change your life." ~ Jim Rohn

I was determined to complete the Higher Diploma in Human Resources Management and pass with flying colours. My intention was to be the best, so I had to

study in a way I had never done before and master the concepts really well.

My efforts bore fruit when I was recognised as the best overall student in the programme that year, not just at my college but across the branches of the college in the country. I was also recognised for several other accomplishments, such as being the best female student and achieving the top score in five subjects.

Indeed, Ralph Waldo Emerson said, **"Unless you try to do something beyond what you have already mastered, you will never grow."** You must feel discontent with where you are in life to make the necessary changes.

Maybe a relationship is not working out, you may have to create changes by doing things differently.

Maybe it is your finances. You must reach a point where you say enough is enough and make massive changes in your life, such as consistently investing 10 percent of your income in a high-growth instrument.

It could be your spiritual life. You may need to do some soul-searching and devote time to a closer walk with God.

If it is your mental health, you must invest time in rest, recuperation, and rejuvenation. This may require financial resources for outings, holidays, or visiting the spa.

If it is a career, like mine, you may need to invest significant time and resources to move to the next level.

As mentioned earlier, your next level of achievement requires a different version of yourself. You must continually invest in this with intention.

You do not have control over what happens to you, but you can control what happens within you.

It is time to embrace a growth mindset in your life. Keep learning.

There is no end to learning, unlearning, and relearning.

That is the way to go.

A growth mindset will ignite miracles in your life.

Summary

1. Personal growth and development requires intentional effort.
2. It is crucial to plan and schedule time for personal growth.
3. Every setback, challenge, and negative life experience holds a valuable lesson. Make sure to learn from them.
4. Invest both time and money in the areas of your life where you want to grow.
5. Embrace a growth mindset and constantly seek opportunities to learn, unlearn, and relearn. There is no alternative path.

Moment of Reflection

1. What are three areas of your life in which you would like to experience growth?
2. What three actions will you take to stimulate growth in the aforementioned areas?
3. Reflect on a challenge you have recently faced. What lesson can be learned from it?

I am Ignited

Testimonial by

Faith Riunga

Executive Director, SAM ELIMU Foundation

Knowing Coach Loice Muteti has been a game changer in my life. She has taught me the importance of living intentionally by making positive changes in every aspect of my life. Her approach made me point out my many limiting beliefs that I had developed and guarded.

Now I am becoming and pursuing a myriad of possibilities and opportunities. Through the following well-established forums: Woman of Excellence, I Am Leading Book Club, and the Rich and Royal Abundant Ladies, I am ignited, equipped, and empowered to build and dedicate myself every day to soar through my daily habits.

Coach Loice's persistent nudges and follow-ups have not only made me live my purpose but I have also emulated her to be a present, pleasant, informed, well-read, financially savvy leader in my tribe.

Chapter 9

PROMOTE COLLABORATION

Unlock the Power of Mentorship & Coaching

As you navigate through the rest of your life, be open to collaboration. Other people and other people's ideas are often better than your own. Find a group of people who challenge and inspire you, spend a lot of time with them, and it will change your life. ~ Amy Poehler

Life is not a solo game.

You can't play alone.

You don't have all the answers to life's puzzle.

It is a cooperative effort.

You need other people with different strengths than yours, people with different perspectives about life.

Did you know that when spider webs unite, they can tie up a lion? This interesting African proverb highlights the power of unity among spiderwebs. It is not one spider web that achieves the magic; it is when spider webs come together in unity, working towards a common goal, that they can overpower even the King of the Jungle, the Lion.

This is the kind of power we gain when we partner with coaches and mentors in life. They can elevate us to heights we never imagined we could reach. Through mentorship and coaching, we expand our territories beyond the limits of our minds.

I still remember the first time I encountered my mentor, Dr. John C. Maxwell, through his powerful books. It was a light bulb moment for me. I suddenly realised that I had leadership potential within me. Although being a firstborn in my family made leadership feel natural, Dr. John C. Maxwell showed me that I could develop my leadership skills to a higher level and, in turn, teach and develop other leaders.

It has now been over twenty years since I first encountered Dr. John C. Maxwell, and my life has evolved significantly. This journey has been about

increasing my influence, effectiveness, and impact. My leadership skills have expanded, and I owe a great deal of that growth to my collaboration with Dr. Maxwell.

Although I did not meet Dr. Maxwell in person, I connected and interacted with him through his books. I embraced his principles and laws on leadership and witnessed how leadership has the power to change lives. As John says,

"Everything rises and falls on leadership." This truth has become evident in every aspect of my life, from my relationships with my spouse, family, colleagues, friends, and clients.

My collaboration with Dr. John C. Maxwell, the number one leadership expert in the world, finally bore fruit when I joined his team, the Maxwell Leadership Certified Team, in 2020. As part of this team, I am licensed to speak, train, teach, and coach using his materials, resources, and content.

This partnership marked the beginning of a new career for me. It meant providing value to others and becoming a woman of significance. I transitioned from pursuing personal success to making a meaningful impact on the lives of others and helping them grow.

As a member of the team, our vision is to unite as elite coaches, teachers, speakers, and professionals and utilise our knowledge, talents, and skills to add value to people all over the world. In doing so, we carry out the work of our leader and continue his legacy while leaving an impact of our own.

Among the signature programmes I offer is ***"Unleash the She-Leader Within."*** This programme was born out of my collaboration with a mentor. Additionally, my passion for reading has been reignited, leading me to host the ***"I Am Leading Book Club,"*** a reading club specifically designed for ambitious female professionals and business owners. When I reflect back, I realise that without a mentor, I would not have been able to develop these two products in my offering.

"A mentor is someone who allows you to see the hope inside yourself." ~ Oprah Winfrey.

Having a mentor helped me achieve so much. He nurtured the seeds of greatness within me. Everyone has a seed within them; it just needs the right environment to grow.

What about you? Do you have a mentor?

A mentor has the ability to see your ability, talent, and strength even when you can't see them yourself.

Mentorship allows you to model the success principles of your mentor, as success always leaves clues.

I have had several other mentors and coaches in different areas of my life. I have learned that collaborating with mentors and coaches pushes you beyond your limits.

I have a coach who motivated me to start exercising daily, practice effective hydration, and push my limits when starting my coaching practice. This allowed me to scale my coaching, build an online business, and improve my health and wellness. He emphasised that my health and wellness were crucial for a sustainable business that positively impacted lives. The level of accountability was exceptional, and mediocrity was not tolerated.

I am grateful to my mentor, who encouraged me to start writing this book. Although I had the dream, he showed me the possibilities of how I could start and complete the first manuscript in less than two months, something I never thought possible.

My number one mentor and coach is my husband, Mr. Tomato. He leads by example, and I have grown tremendously from his effective questioning technique.

Every time I did something or met with people, he would ask, ***"What have you learned?"*** Although I found it annoying at times because I believed not everything I did had a lesson, I now see the value in his question. It helped me extract lessons from every action I took, impacting my decisions and circle of friends significantly.

I have also subscribed to several mentorship and coaching programmes online. There are numerous opportunities, and there's no excuse not to collaborate with mentors and coaches.

"One of the greatest values of mentors is the ability to see ahead what others cannot see and to help them navigate a course to their destination." John C. Maxwell

Did you know that you can also be a mentor to someone? Your experiences and lessons learned can be valuable in someone else's personal life or career. You can be a lighthouse in other people's lives. Lighthouses symbolize strength, resilience, and safety, as they are built to withstand powerful storms and turbulent waters. By sharing your experiences of overcoming life's difficulties and challenges, you can be an encouragement to others. Amid their own

stormy seas, you can be the guiding light that inspires them to keep going.

As you engage in mentoring and coaching, you will also experience personal growth. Through reflection, you gain enlightenment and wisdom.

Being a mentor and coach has the added benefit of helping you develop interpersonal skills such as active listening, patience, empathy, and leadership. It deepens your communication skills and expands your knowledge.

Mentoring and coaching allow you to share valuable knowledge with your mentees while reinforcing it within yourself. You are constantly learning and gaining lessons that can benefit others.

Furthermore, mentoring and coaching provide opportunities for networking and connecting with new people. As a leader, you guide others to reach levels of performance they have never experienced before.

Reverse mentorship is also valuable, particularly when working with younger individuals who are more technologically oriented. They can help you navigate the ever-changing landscape of technology, making you more adaptable and agile.

Lastly, mentoring brings inner fulfilment. Knowing that you have had a positive impact on someone's life or career is incredibly rewarding.

Maya Angelou said, ***"I've learned that people will forget what you said and what you did, but people will never forget how you made them feel."***

Aim to help more people in their life's journey become better versions of themselves.

Let's talk about Vila. Vila is a young woman who graduated from a prestigious university with a degree in business school. In her thirties, she is ambitious but feels unfulfilled in her life.

Vila believes there is something she needs to do to improve her career. She has been stuck in the same position for several years and no longer enjoys her job. Additionally, her male boss frustrates her, as he expects an intimate relationship with her as a condition for promotion. She cannot leave this job because she lacks competitiveness in the job market and fears she will not succeed. Her marriage is also at risk, as her husband cannot understand why she is always late for work. Despite her attempts to explain, he does not listen. Her children have become distant from her and now rely on the nanny, who has been

with them for the past five years. Vila feels like a stranger to her own children.

Vila has no time for herself; she is overwhelmed.

In recent years, her health has deteriorated. She experiences frequent headaches, and her blood pressure readings are on the verge of hypertension.

She has no friends, only acquaintances. She believes that no one understands her, and she does not have time to catch up with them. When would she have time, anyway? She's busy at work, and when she comes home, she needs to focus on her family.

Indeed, Vila is stressed. She is unwell and has no time to see a doctor.

Her financial situation is dire. Her debts exceed her meagre salary, and she has no savings or investments. She lives pay check-to-pay check.

This was Vila's state when she reached out to me for help.

She just wanted a fresh start in life. She needed a breakthrough! She was tired of facing challenges at every turn.

She knew she had the potential to do better, but she did not know how. However, deep down, she

believed that I could assist her. She had heard success stories from other women who had benefited from my program. It was time for her to take a chance on this collaboration.

As her coach, I was ready to lend an ear. I listened attentively to her story. Together, we established where she was currently and identified her desires, dreams, and goals. The process was reflective, and Vila had a lot to unlearn and relearn. She was eager to learn and grow. Within six months of working together, Vila made significant progress.

She discovered the power of waking up at least one hour earlier in the day. Vila then established a routine for this hour, including weekends. During this time, she dedicated a few minutes to prayer and gratitude, followed by reading inspirational books that included actionable plans. Throughout this period, she thoroughly read three books: one on financial planning, another on improving relationships, and the biography of Michelle Obama.

Additionally, Vila incorporated a few minutes of skipping rope and body stretches into her daily routine. She also prioritized her hydration, consuming at least six to eight glasses of water each day. This consistent habit continued for three months.

The practice of waking up early proved to be transformative for Vila, positively impacting her personal life, career, and financial situation. Notably, she experienced increased calmness and groundedness, and her overall attitude shifted. Vila also found herself energized and able to complete her work on time. Furthermore, she adopted the habit of saving and investing at least 10 percent of her income.

As a testament to her improved well-being, her blood pressure readings decreased. Vila also acquired new skills for effectively managing her relationship with her boss. Moreover, her quality of family life improved as she had more time to spend with her husband and children. Ultimately, Vila became more intentional with her life.

Vila's life underwent a noteworthy transformation for the better because she collaborated with a coach.

What about you?

I invite you to collaborate with the Divine. Do you remember the story of Sarah in the Bible?

Sarah, originally named Sarai, was the wife of Abraham (then Abram). She was a woman of remarkable beauty, grace, and dignity. Yet, beneath her composed exterior, she carried the heavy burden

of unfulfilled dreams. She was barren, and in the ancient world, this was a profound source of sorrow and shame. Isn't it the same today?

God had made a stunning promise to Abraham: that he would be the father of many nations, with descendants as numerous as the stars in the sky. However, as years passed, and Sarah remained childless, doubt began to shadow her heart. How could she, an old woman, possibly give birth to a child?

One day, when Abraham was ninety-nine years old, the Lord appeared to him. God reiterated His promise, saying that Sarah would bear a son. To confirm this, three visitors, arrived at Abraham's tent. Abraham, in his hospitality, prepared a feast for them.

As they ate, one of the visitors said, "I will surely return to you about this time next year, and Sarah your wife shall have a son."

Sarah, listening from the entrance of the tent, could not believe her ears. She was long past childbearing age, and the prospect of having a child seemed utterly impossible. She laughed within herself, a laughter mingled with disbelief and the pain of long-held disappointment. "After I am worn out, and my lord is old, will I now have this pleasure?" she thought.

The Lord knew her thoughts and said to Abraham, "Why did Sarah laugh and say, 'Will I really have a child, now that I am old?' Is anything too hard for the Lord? I will return to you at the appointed time next year, and Sarah will have a son."

Sarah, afraid, denied laughing, but God gently reminded her, "Yes, you did laugh."

Despite her initial doubt, something began to change within Sarah. The words of the Lord echoed in her heart: "Is anything too hard for the Lord?" She began to entertain the possibility that God's promise might come true. Her doubt turned into hope, and her hope gradually blossomed into faith.

As time passed, Sarah felt a new sensation—life growing within her. The impossible was happening. She, who had been barren for so many years, was carrying a child. The joy and astonishment she felt were beyond words.

At the appointed time, Sarah gave birth to a son, and they named him Isaac, which means "he laughs." Her laughter of doubt had transformed into the laughter of joy and fulfilment. Holding her son in her arms, she said, "God has brought me laughter, and everyone who hears about this will laugh with me."

Sarah collaborated with the Divine. It is only God who could turn her despair and sadness to joy unspeakable.

Like Sarah, we often look at our present circumstances and feel overwhelmed by doubt and despair. We laugh within our hearts, unable to see how God's promises can come to fruition in our lives. But Sarah's journey reminds us that God's timing is perfect and His power is limitless.

Why not collaborate with God today? He is able to change your story.

I invite you to hold onto faith, even when you cannot see the way forward. Trust God for a breakthrough. He is the way maker. In Him, even the impossible becomes possible.

A captivating story is often shared about a professor who presented a bucket filled with stones to his students and challenged them to describe it. Predictably, they all remarked that the bucket was full. Intriguingly, the professor then added pebbles to the bucket and inquired whether it was now full. The students unanimously agreed that it was. Continuing to astound the class, the professor proceeded to add sand, and once again, the students perceived

it as full. Finally, the professor poured water into the bucket, leaving space still available.

A moment of silence permeated the classroom, and the professor asked the students about the most significant lessons they had learned from this demonstration.

One particularly profound lesson, relevant to the themes explored in this chapter, is that collaborations have the power to unlock new possibilities. The power of mentorship and coaching collaborations can greatly enhance one's life.

Indeed, collaboration holds extraordinary potential!

Summary

1. Collaboration with mentors and coaches has many benefits.
2. You can learn faster.
3. You will have someone to guide and support you.
4. You also have the opportunity to mentor others.
5. Aim to make a positive difference in other people's lives.

Moment of Reflection

1. How would your life change if you collaborated with a mentor or coach?
2. In which areas of your life have you had a mentor or coach?
3. How has mentorship and coaching helped you achieve your goals?
4. Are you currently mentoring or coaching others to help them become better versions of themselves?
5. Who do you intend to serve?

I am Ignited

Testimonial by

Jane Njoki Mwangi

Entrepreneur & Events Manager

Thank you, Coach Loice, for guiding me towards my dreams through the I Am Leading book club.

When I joined, I realised that the only things I knew about myself were my name and the fact that I was a mother. Through your coaching, I have grown into a woman who understands and embraces what she truly wants in life. My life has transformed. I am now more grounded in my values and confident in pursuing my goals, not just professionally but in every aspect of my life.

Thank you for making the world a better place!

Once again, Coach Loice has done it. She truly has a heart for women. This book, ***Ignite****, speaks to the ambitious woman who wants to unleash her full potential. The book is "profound, clear, and actionable."*

Every woman seeking to discover herself should read this book. It serves as a powerful reminder that all the wonders we seek are within ourselves.

Chapter 10

PRACTICE SELF-LOVE & CARE

The Art of Self Compassion

"To love yourself right now, just as you are, is to give yourself heaven. Don't wait until you die. If you wait, you die now.

If you love, you live now." ~ Alan Cohen

Do you love yourself?

How well do you do it?

Loving yourself begins with self-care.

It starts with loving, honouring, and acknowledging yourself. It starts when you discover that, you are an ocean of love! It starts when you stop walking around begging for a teaspoon of love; when in you lies an ocean of love.

Most women do not value themselves. They do not hold themselves in high regard. They spend their whole lives waiting to be loved and validated by others. Some women die before they have even appreciated who they are and what they have achieved. This is truly unfortunate.

I remember a time when I was working for a certain organisation, and the President of the Country was scheduled to visit. I was privileged to be part of the team organising and coordinating this highly prestigious event. I used this event to leverage my ability to attend to the details with precision. Everything had to be done meticulously. There was no room for mediocrity. It was the president visiting. He commanded respect, honour, and attention.

Isn't this the way we should be living?

We need to command respect. Respect is not given; it is earned. How you treat yourself gives others permission to treat you the same.

Consider this: A friend wants to buy you a gift. What would they buy for you? Something valuable and of great worth, or any item they find on the streets. Would they lose sleep thinking of what to offer you, or would it be an easy activity to just pick something from the supermarket?

What about you? What kind of gift would you give yourself? Have you ever gifted yourself?

If you treat yourself like a doormat, that is what you will get in life. You will attract circumstances, people, events, and incidents that prove you are a doormat.

It is time to elevate your life experience. It starts from within.

It starts with appreciating who you are.

It is knowing, at a deeper level, that you are special and worthy.

This will show in how you treat and present yourself. It will determine whether you make time to love, honour, and acknowledge yourself.

One way to love yourself is to acknowledge that you were born for a purpose. God did not create you as a useless vessel. He had a reason to create you. He knew you even before you were formed in your mother's womb. He destined you to be the best version of yourself. Why would you want to die a photocopy or a copy of a photocopy?

Another area we struggle with is forgiving ourselves. We blame and criticize ourselves for the mistakes we have made in our lives. As mentioned earlier, there are several lessons to learn from the mistakes

and setbacks we have had in our lives. It is time to embrace the lessons and move forward.

Speak to yourself with words that affirm you. Tell yourself that you are wonderfully and fearfully made. Speak to yourself and say that you are worthy of good things. Your words have creative power. You can recreate yourself with your words.

It is time to take care of your well-being—your health, wellness, and fitness. This is an important area of your life. It is a sign of self-respect.

Best practices in this area include:

i. Eat healthy, balanced meals. Learn more about how to make nutritious meals. Eliminate sugar from your meals and try to avoid wheat products as much as possible. Also, reduce your salt intake.
ii. Drink at least six to eight glasses of water throughout the day. Schedule your drinking times.
iii. Eat smaller portions of food and make it a habit to eat lightly. Overeating can slow down your body and make you feel sluggish.
iv. Avoid snacking between meals, as it can cause indigestion and other issues like acidity.

v. Exercise regularly. It is recommended to do at least thirty minutes of exercise three times a week. Did you know that walking is a great aerobic and strength-building activity?

vi. Make sure you get adequate and proper rest. Aim for 6-7 hours of deep sleep. Remember, it's not just about the quantity of sleep but also the quality.

vii. Find activities you love and incorporate them into your daily routine.

viii. Schedule time off to recuperate. Take regular leave from work and go on holidays. Explore new places and enjoy nature.

ix. Have a digital detox day or set aside specific times in your day to disconnect from technology.

x. Practice the massage protocol at least once a month.

xi. Always read books and listen to podcasts to continue learning and developing in all areas of your life.

xii. Practice reflection and journaling. This can greatly improve your mental health.

xiii. Incorporate meditation into your life. Stillness can help you stay grounded.

xiv. Practice gratitude and be grateful for everything in your life. Remember, life happens for you, not to you.

xv. Live a prayerful life and surrender to your maker. Acknowledge and trust in Him, and He will guide your steps.

Remember, you don't need to seek acceptance from others. Accept yourself first, and others will notice it. Aim to be the queen of your own life and give it your best effort.
Have compassion for yourself.

"Loving oneself isn't hard when you understand who and what 'yourself' is. It has nothing to do with the shape of your face, the size of your eyes, the length of your hair, or the quality of your clothes. It's so beyond all of those things, and it's what gives life to everything about you. Your own self is such a treasure." ~ Phylicia Rashad

Summary

1. You matter.
2. You are special.
3. Take care of yourself
4. Self-love starts with self-care

Moment of Reflection

1. What three things will you start doing to practice self-care?
2. What three things will you stop doing that sabotage your health, self love, wellness, and fitness?
3. Which one place can you plan to visit this year that you have never been to?
4. What is the one thing that you will forgive yourself for?

I am Ignited

Testimonial by

N'Kadziri Amina Idd

Lawyer, Disability Inclusion Champion, & Advocate for Children with Disabilities

This book deeply resonated with me, especially regarding the power of unlocking one's potential and the transformative impact of self-love and care. Through its guidance, I truly found myself.

"N'kadziri, you can do much better if you believe. You have it all in you." These empowering words from Coach Loice sparked in me the drive to complete my personal leadership manifesto. Crafting this manifesto brought purpose to my life. While manifestos often seem straightforward and commonplace on school mottos and school gates, creating my own was a life-changing experience.

Coaching has taught me that genuine love for others begins within. I have learned that I cannot give what I do not possess. This journey has helped me affirm myself, extend grace to those around me, forgive easily, and establish healthy boundaries.

I highly recommend this book to all women who wish to unlock their leadership potential.

Chapter 11

UNLOCK YOUR POTENTIAL

Create Multiple Streams of Income

"If you don't find a way to make money while you sleep, you will work until you die." ~ Warren Buffett

Abundance is in your DNA.

You are meant for more.

You are multi-skilled and have amazing capabilities.

You have the ability to do what you love and create multiple streams of income.

Unfortunately, sometimes self-doubt, fear, and lack of clarity can dim this awakening.

The starting point is knowing your strengths, passions, and gifts, which we discussed in previous chapters. Once you know your abilities, you'll be ready to transition to the next season of creating multiple streams of income.

The next step is to convert your passion, gifts, and strengths into cash. There are various ways to do this. I will discuss a few ideas to jumpstart and ignite the entrepreneur within you so that you can be paid for what you love to do.

Start Small

Always start small. You do not have to go all in as you begin your venture. You can test the waters and see if your idea is viable and in demand. The key is to start with something manageable and then build from there. Starting small allows you to learn important lessons as you scale your business.

For several years, I conducted the Woman of Excellence Program alone. The first meeting I ever held had around twenty women. I had two other speakers and booked a venue for a conference package. As a start-up, I was responsible for everything - the lead coach, the organizer, the speaker, the accountant, and everything else.

I remember having to stop speaking several times to take calls and give directions!

From this first meeting, I learned several lessons. I realized I did not need many speakers - I could do it on my own. I just needed to better organize myself.

The venue for the first meeting was not in an exotic hotel, but rather a humble venue. This made it easier to negotiate the rate for the conference package.

I also learned the importance of having participants pay in advance to avoid situations where you book for a certain number of people in a hotel and only a few show-up.

Starting small allows you to learn from your mistakes and setbacks.

Find your Niche

You can never thrive if you don't focus on a specific group of people with a specific need who are willing to pay for your product.

When you have a smaller group of people to focus on, it's easier to stand out and position yourself as an expert in that area. As you grow, you can expand your target audience.

Create a Quality Product

Always strive to have a quality product, whether it is a good, a service, or content. Research and fine-tune the details of your offering.

Ensure your product adds value. Raise its standards to meet the needs of your audience.

Make your work original and authentic. Put your own spin on it. Be creative and innovative. Always challenge yourself to be the best.

Communicate the Value of your Offering

Always demonstrate the value of your offering to your niche. Pay attention to the details, such as packaging, in order to effectively convey its value. Use testimonials and success stories to help your clients understand the transformation or value you're offering.

Take Calculated Risks

As you carry out your venture and think about scaling it in the future, there will always be risks. Never shy away from investing in your venture because of risks. The future is uncertain, but what you can do is take calculated risks. Preparation is key. Research and gather all the information available on the direction you want to take. Speak to other entrepreneurs and learn from their experiences.

Embrace Technology

Look for ways to digitize your offering. We live in a 24-hour global economy where your offering should generate income even while you sleep. Utilize social media to market your products or services. Establish a digital footprint.

You can sell physical products like beauty products online. Alternatively, you can share your knowledge through eBooks, blogging, or creating videos. Offer e-consulting services or develop software to simplify processes for your target market. Consider hosting events such as webinars and online meetings to engage with your audience.

Keep Learning

In your entrepreneurship journey, continuous learning is essential. Learning never stops. Acquire new skills, enroll in courses, and expand your knowledge. Learn from your mistakes. Seek the guidance and mentorship of a mentor or coach. Stay informed by reading books and listening to inspiring podcasts. Watch videos that will help you enhance your leadership skills in the market. Track your progress and seek feedback. Constantly strive to be better than you were yesterday.

Put God First

Finally, remember that your ability to create wealth and money is not solely reliant on your own power. Entrust your venture to God. He is the one who provides you with the knowledge, wisdom, and ability to create multiple streams of income.

"But thou shalt remember the Lord thy God: for it is he that giveth thee power to get wealth that he may establish his covenant which he sware unto thy fathers, as it is this day." - Deuteronomy 8:18 KJV

Don't Kill the Golden Goose

There is a story about a farmer who owned a extraordinary goose that laid beautiful, golden eggs. Every time he took the eggs to the market, he would sell them and gradually experience an increase in his finances. However, after some time, he grew impatient and thought that he could acquire all the golden eggs at once by killing the goose and cutting it open.

Unfortunately, this decision marked the end of his stream of income.

Ladies let's avoid greed in the marketplace. Growing streams of income require time, patience, and commitment. It is crucial to nurture and care for the

goose that produces the golden eggs. Don't destroy it.

Pay Yourself First

When new streams of income come your way, prioritize paying yourself, the first 10 percent of all you earn is yours to save and invest, so that it produces more golden eggs. Identify high-growth instruments that can help your money grow.

Depending on your needs, you can invest in the money market, bonds, treasury bills, or company stocks. It is advisable to have a mentor and a financial coach to assist you in making the right decisions.

Aim to have a minimum of five streams of income.

Relying on only one source of income is not enough. It is safer to have multiple sources to secure your income for the future.

If you are currently employed, consider monetizing your blog, writing a physical or eBook, investing in stocks, or monetizing your YouTube channel.

Summary

1. Identify your potential and monetize it.
2. Start small.
3. Find your niche.
4. Create a quality product and effectively communicate its value.
5. Take calculated risks.
6. Embrace technology.
7. Prioritise God first and pay yourself.
8. Keep learning and never kill the golden goose.
9. Create multiple streams of income.

Moment of Reflection

1. Identify your Niche and think of ways you can start.
2. How will you add value to your offering?
3. What technology can you employ to accelerate your growth?

I am Ignited

Testimonial by

Mercy Micah

Climate Change Associate, Strathmore University

I am deeply honoured to contribute to this outstanding book by Coach Loice. I am an avid reader, and this book, ***Ignite,*** *stands out as one of the truly impactful ones. Loice has positively influenced countless women, and anyone who has interacted with her and embraced her principles is undeniably transformed.*

In April 2022, while browsing YouTube, I came across one of Coach Loice's posts. Although I can't recall the exact message, something resonated with me. At that time, I was home-schooling my children, a rewarding yet exhausting endeavour I had been committed to for four years, with plans to continue for another three. The repetitive nature of the home-schooling routine left me with little time for myself.

As someone who discovered my adventurous spirit through Loice, I belonged to the 97 percent who never set, let alone wrote down, goals. While I helped my daughter set her daily school goals, I was neglecting my own. Before I could even think

of picking up a pen, I had to attend to my baby's cries and help my son with his handwriting. I felt like a piece of driftwood, but I was also learning invaluable lessons in parenting and bonding with my children—priceless experiences.

An unexpected challenge struck me hard, but it didn't defeat me. Deep down, I knew I was resilient. I turned to prayer, and God revealed the need for me to surround myself with inspiring people. Remembering Loice's post, I joined her book club, where we read "Money Wise," a book by Rina Hicks, and "How to Influence People," by Dale Carnegie. We concluded the year with a coaching course called "Reposition" by Coach Loice, which inspired me to set goals and write them down, declare the prayer of Jabez, and face 2023 with renewed energy.

I won't delve into the details, but I faced challenges that could lead some women to despair. Instead, I prayed and filled my mind with knowledge. Although I still have my tough moments, my inner light remains. I live by the mantra "discipline your disappointment" from the book "No Excuses" by Brian Tracy. In times of crisis, setting goals is crucial, as Brian Tracy advises.

Joining the I Am Leading book club was transformative. I gained friends and positive influences. Inspired by the

women sharing their post-workout selfies, I became addicted to working out and am determined to maintain a healthy BMI. Every cloud indeed has a silver lining. Coach Loice also gave me opportunities to present in forums, boosting my confidence. I attended coaching courses by Coach Loice like "Confidence Blueprint" and "Unleash the She-Leader Within," where I learned that confidence is a skill. It's not about possessions or status; it's about having a mind capable of growth. I realised that personal growth and development were key to unlocking transformation in my life.

In late 2023, I had the privilege of enrolling in a specialized course, "Abundant Woman." By Coach Loice. Creating a vision board and practicing affirmations truly worked for me. I now affirm that I am an abundant woman with an unending supply of resources.

Oh, Loice, I could fill an entire chapter with my achievements since meeting you. Despite having a long journey ahead, I will not heed naysayers or let self-doubt overshadow my goals. I am committed to excellence in all my passions. I affirm that I am a woman of strength and depth, destined for great things. I am grateful for my supportive family and friends who believe in my dreams. Shout out to all of you.

Given that this is Coach Loice's book, I'll temper my enthusiasm and instead offer an update on my progress resulting from transformational coaching.

1. *Enrolled in music lessons (voice and piano).*
2. *I performed in live end-of-term concerts with my teacher.*
3. *Recorded an album that was launched in August 2023 at a live event.*
4. *Registered two business names: Tehila's Royal Kitchen and Mercy Tehila Music.*
5. *I achieved emotional healing and a closer walk with God.*
6. *I gained admission for a master's degree in Agronomy. I had procrastinated for many years.*
7. *I am currently (2024) working at Strathmore University as a Climate Change Associate after so many years as a stay-at-home mom.*
8. *I've acquired a vehicle and settled in a conveniently located area.*

Thank you, Coach Loice, for being a beacon of inspiration and guidance.

Chapter 12

IGNITE THE SPARK OF LEADERSHIP & LEGACY

Moving from Success to Significance

"If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then, you are an excellent leader."

~ Dolly Parton

It is not about how you start, but how you finish.

Success alone doesn't define your worth; it is the depth of your leadership, the legacy you cultivate, and the positive change you bring to the world that truly matter. The essence of your influence lies in the small, meaningful actions that leave an everlasting impression on those around you. Think of your legacy

as an evergreen tree, standing tall long after you are gone, continuing to cast its shadow and provide shelter. Just as a gardener may plant seeds and nurture them without ever seeing their full bloom, the true impact of your efforts might unfold in ways you never fully witness.

Reflecting on my father's journey sheds light on this concept. In 2024, my father, having been diagnosed with dementia over a decade ago, struggles with cognitive decline and memory loss and no longer recognises me or understands the trajectory of my life. Yet, despite his condition, the values he instilled in me continue to flourish. His legacy is etched in the lives of his children and grandchildren, a testament to the enduring influence of his principles and actions. His impact, though unseen in his current state, resonates through the lives he shaped and the values he imparted.

"A good man leaves an inheritance to his children's children." ~ Proverbs 13:22 (NKJV)

One of the things I treasure is how my dad impacted discipline for me and my siblings. He believed in the value of excellence. He taught us that when you are called upon to do anything, do it with all your might and strength.

My dad emphasised that not only do you do the things you have been called to do well, but you go the extra mile and do it with love and respect.

***Train up a child in the way he should go. And when he is old, he will not depart from it.* ~ Proverbs 2:6 KJV**

My dad served in the Kenya Navy and the Kenya Army. He retired with the rank of Colonel with the Kenya Defence Forces, having served diligently. Having worked with the disciplined forces, his language of love was to instill these same values in his children. We benefited from knowing that you obey first before asking a question or seeking clarity.

Dad taught us that discipline was about doing the right thing. There was no compromise. Everything had to be done honestly and with the highest regard for its impact on others. Often, my siblings and I found ourselves on the wrong side of the road when we did the opposite. My dad never hesitated to use the belt to whip us. He delivered us from hell.

A story is told of a young man who was put in prison in his later years of life. He was unhappy and bitter with his mother for not teaching him the value of responsibility, working hard, and not stealing other people's property. According to him, his mother encouraged him to steal because she knew that he

did not have a job and yet met all their family needs. The mother never questioned how he got the money to buy the things he did for himself and his mother.

This story reminds us that it is the responsibility of parents to instill values in their children. The parent's words, actions, and behaviours are critical in shaping and influencing how the children turn out as adults.

Withhold not correction from the child, for if thou beatest him with the `rod, he shall not die. Thou shalt beat him with the rod and shalt deliver his soul from hell. Proverbs 23:13–14 KJV. You can theorise about this but you will not escape the consequences.

Your legacy as a parent will impact generations to come. It is important to be intentional about your parenting style. Raise the children with a sense of responsibility and self-control. Always be a role model, an example, because children emulate how their parents behave.

You do not want your children to grow up in an environment where the parents are always anxious, angry, bitter, or resentful. Practice self-control and remain calm and in control so that your children also learn to navigate the storms of life in a calm and grounded manner.

Do not spare to correct the children when they make mistakes. Chasten them in love. Let them know what the non-negotiables are. Let them know what values should be practiced in the family.

My parents knew this too well. It is a legacy that will be passed down through generations.

He that spareth his rod hateth his son; but he that loveth him chasteneth him betimes. ~ Proverbs 13:24 KJV

Today, I enjoy the fruits of the foundation that was laid by my parents. In matters of principle, they stood firm. When it was time to attend church, there were no excuses. When it came to school performance, there was no room for negotiation; excellence was expected of us. Good character was non-negotiable.

In a world that is growing increasingly cold, my mother embodies excellence. She is a symbol of faith, unconditional love, and compassion. She has shown us what it means to care for a loved one. Her life paused to take care of her husband, our father.

Patients suffering from dementia require daily personal care. My mother has been by his side, providing nursing care without a single complaint. Every day, she lives by faith, not knowing what tomorrow may bring but trusting that things will improve day by day.

Our mother has taught us that it takes courage to face each day. Each day in the life of a dementia patient is unique. Whether it's the vacant stares or the loud noises, the emotions can vary from happiness and laughter one moment to agitation and anger the next. It takes courage to navigate these changes with grace and composure. In those moments, her legacy of love and passion is woven into the fabric of time.

Love is one of the most powerful emotions we experience as human beings. It can provide us with strength in tough times, solace in moments of grief, and joy in moments of happiness. My mother has exemplified the power of love to my dad. Love may be invisible, like the wind, but its effects are tangible. Love is a force. By extending it to those around us—our family and friends—we contribute to building strong and enduring relationships.

We can leave a legacy of love in our workplaces by being present and showing enthusiasm for our work, thereby fostering positive and productive environments.

The gift of love fosters more connections. We make the world a better place through our relationships-at the family level, within our workplaces, in our businesses, and in our communities.

Legacy is not about what you leave for people, but what you leave in them. It is not about vast bank accounts, possessions, buildings, cars, and property. It is about the gift of love, peace, character, and happiness.

Curve your name on hearts, not tombstones. A legacy is etched into the minds of others and the stories they share about you. ~ Shannon Adler, author

Leadership is about making an impact.

It is leaving things better than you found them.

It is living a purposeful life and finding a cause larger than yourself.

You can influence. You can contribute at work, at home, and in your community.

What are you doing to make a difference?

What will you be remembered for?

How about being remembered as a woman who is a giver, compassionate, and loving?

How you live each day matters more than your accomplishments.

Your attitudes and actions create your legacy.

A positive legacy is created every day. Aim to

approach each day with gratitude and enthusiasm. As your life oozes with kindness, compassion, and joy, you will begin building a legacy that uplifts and inspires other people.

I invite you to give out what you want to see back. This is the boomerang effect. If you want to leave a legacy of love, give more love to the world. If you want to see a happier world around you, create happiness all around you.

What you give comes back to you. It becomes your legacy and spark.

I hope this book has ignited the fire in your belly. It is time to be the star of your life.

Life is short. It is like a timed game.

Claim back your power.

Unlock your potential and maximise it. Your legacy and spark will not be impactful when you are not living an extraordinary life.

You are meant to live a spectacular life. You are meant to bloom, thrive, and shine.

Your brilliance should be felt. You have a spark.

Ignite it.

Be a Woman Ignited!

I am Ignited

Testimonial by

Perpetua Wairima Wanjiru

Managing Director

OLD TRADITION SPICES LTD

I first met Coach Loice in 2022 through my spiritual mother, Rev. Joyce Kariuki, who recommended me to the I Am Leading Book Club hosted by Coach Loice. From the very beginning of our interaction, Coach Loice's passion for helping others discover and fulfil God's purpose was evident in everything she did.

When we met, I was at a low point in my life. I had lost my business, felt disconnected from myself, and my marriage was on the brink of collapse. Balancing the demands of business, motherhood, and being a wife was overwhelming. Initially, I joined the I Am Leading book club simply to learn something new, but I had no idea the profound transformation that awaited me.

Through Coach Loice's guidance, I learned to love myself, which in turn allowed me to love others. She reminded me that I am enough. Being part of the book club helped me uncover my passion and

understand God's purpose for my life. I forgave myself for past mistakes and began to truly live again. This journey led me from a place of loss to one of renewed purpose, culminating in the founding of my own manufacturing company.

Today, I am proud of who I am and have conquered my fears. I highly recommend the book IGNITE because Coach Loice has poured her heart and soul into it. Her inspiration will help you not only unleash your inner fire but also identify God's purpose for your life. May this book transform your life as it did mine.

I am Ignited

Testimonial by
Grace Ndung'u

HR Professional

Having a transformation journey is like walking on jewels on a calm beach while watching a calm ocean. This is what Coach Loice does for excellent women. I was thrown out of my comfort zone when I least expected it, and I started my journey in the wilderness without a compass of life. This was God's plan, but at that moment, I would not think that way. It affected my mental health, but a walk with my coach drifted me in a positive direction. I walked through the wilderness, and being a believer, God saw me through. I enrolled in all the programmes, and I opened a new chapter in my life that is more fulfilling. Life in the philanthropic world makes one very humble and changes the perspective of life.

The storms I have gone through in my life have not only made me strong but have also given me a life manual on how to cope and be happy. It has been exciting, and I say kudos to Coach Loice and all the excellent ladies who have impacted me greatly in my life through interactions and inspiring stories.

I have gained invaluable skills to lead without a title and to live in abundance. Limiting beliefs are a thing of the past, and I see beyond the horizon.

Living in a comfort zone is the most dangerous thing one can have in life. Success will only come if you start thinking outside the box. I would only urge everyone to strive for inner peace and happiness, which come from surrendering everything to God for direction. These two virtues will make you see everything in life from the perspective of "glass is half full.".

Get in touch

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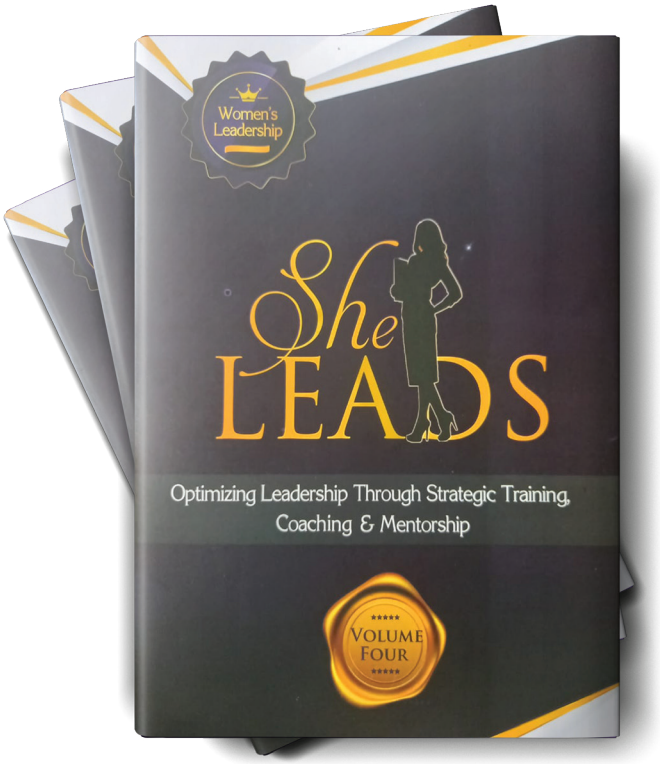
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