



Author, Explorer and Entrepreneur: Australian by birth, British by adoption and African adventurer by nature.

pamelawatson.com/speaking

A passion for Africa, for travel and business adventure, and for impact drive Pamela Watson: let her inspire your audiences to fulfil yearned-for dreams to build smarter ventures in Africa.

Over thirty years, Watson has taken charge of her destiny, embracing an adventurous approach in her solo travel and entrepreneurial ventures. Through incredible stories, she underlines the importance of planning, focus, self-reliance, adaptability and endurance and provides practical insights into what it takes to succeed in Africa today as an entrepreneur, investor or explorer.

Pamela Watson's Keynotes

Changing perceptions of Africa: *Stop doing good and do better.*

Using the breadth and depth of her thirty years of African business and travel experience, Pamela Watson changes audience perceptions about Africa. She helps her audience reassess how a better impact can be achieved, whether through charity, social enterprise, investment or business joint ventures.

Watson uncovers a more complicated and rapidly changing contemporary Africa. Through rich-textured stories, she reveals the unintended negative consequences created by aid and how rural women's lives are still undervalued. She opens her audiences' eyes to urbanising Africa where African lives are being transformed rapidly by Africans themselves.

Megacity Lagos, Nigeria is the uncrowned capital of this new enterprising Africa, and opportunities and potential abound. But in this nation known for endemic corruption, failure and fraud lurk in the shadows. Watson shares her insider stories to reveal critical strategies for effective execution – where success will help Africans lift themselves by their bootstraps.

Learn important tools to remain adaptable, resilient, opportunistic, successful and impactful in this challenging environment.

Important takeaways:

- Reframe perceptions about approaches to aid and social enterprise initiatives to “help Africans”.
- Be sensitised to the negative unintended consequences of well-intended actions; see the power of partnerships not patronage.
- Appreciate the potential rewards and setbacks of a business or social enterprise journey into Africa, and discover key strategies for mitigating important risks.

Testimonials

“It was a grey day in London, but hearing Pamela speak electrified me and the audience. We were transported to Africa and made to feel we were actually there, with her. She is a quintessential adventurer and entrepreneur and I'm looking forward to hearing about her new business adventures in Africa.”

Pauline Lyle-Smith, founder of the UK Document Exchange.

Unleash your inner explorer: *Learn how an adventurous approach can catapult your purpose into reality.*

Pamela Watson her trailblazing solo cycle ride across Africa as a mesmerising case study of the power of facing down fears and conquering uncertainty to follow a passion and achieve a big goal.

Most people think the biggest hurdles and risk from a solo African adventure – as with any big life or business challenge – come from uncontrollable external factors. In reality, the real danger is yourself.

Learn how forward planning should be balanced by strategic agility once you are on the way, and how self-awareness and responsiveness to your personal strengths and weaknesses will make or break your project or dream.

Important takeaways:

- Be inspired to rise to the siren call of your passion, tackle the risks, accept the potential costs and benefits of the choices involved, and unleash your determination to realise extraordinary dreams and societal impact.
- Be motivated to take on “hardship postings”, roles outside your comfort zone, pushing beyond your limits and to trust yourself.
- Be provoked to consider how your own character and assumptions about others and situations can inhibit your own potential to reach big goals and what you can do about it.

Pamela Watson's **keynotes** are great for social entrepreneurs, entrepreneurs, investors, project teams, adventurers and anyone interested in Africa today, and especially for those with a special interest in Nigeria. They can be customised for different audiences and for specific insights for each sector and geographic area of interest.

“Pamela Watson is an engaging speaker who will have you on the edge of your seat. Her adventures in Africa provide real-world lessons for work and life. Whether you're looking for a unique perspective for encouraging your audience to live their dreams, or for an audience curious about conducting business in a foreign land, Pamela gives life to her expertise and speaks authentically about her experiences in Africa.”

Veronica Kirin, founder of the *Audacious Entrepreneur's Sandbox*.