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# IGNITED

EMPOWERMENT SPEAKER, SUCCESS COACH  
AND BUSINESS STRATEGIST **PA JOOF**  
BUILDS AN EMPIRE OF INSPIRATION, DRIVING  
THOUSANDS TO **IGNITE THEIR POWER.**

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## THE GAMBIAN RAISED SELF-MADE ENTREPRENEUR RISES

From Humble Beginnings—And Uses His  
Success Story To Empower  
Over **200,000** People In Their  
Personal & Business Lives



**S**INCE HE LEFT THE EUROPEAN corporate world and became a sought after, multi-faceted “game changer,” he has amassed an incredible array of accolades that illuminates the UK born, Gambian raised, maverick’s expanding sphere of influence.

Voted a Top 100 Business Leader in the World to Follow on Twitter (with a following of over 300,000), Pa has trained and spoken to over 200,000 people in over 200 cities in 25 countries on five continents—including his homeland of Africa, where he headlined a recent tour. Renowned for electrifying audiences with his signature spontaneous, authentic natural style—and being very accessible, unlike others in his field whose rock star status often prevents this—Pa has delivered over 3,000 talks around the world. He is a highly sought-after speaker who has shared platforms with world-renowned thinkers, influencers and industry titans like Les Brown, T.Harv Eker, Tony Robbins, Bill Clinton, Richard Branson, Robert Kyiosaki and Brian Tracy. Pa has also helped clients generate in excess of a half billion in revenue.”

Corporate execs, entrepreneurs and people looking for breakthroughs revel in Pa’s stories of how he built multi-million dollar businesses in less than six months in nine different countries. They are inspired and encouraged that a man from such humble beginnings reached financial freedom by the age of 30.

And they love the way he drives them—as in DRIVE, the clever acronym that, in his words, “helps people become a bigger version of themselves than they ever imagined. A lot of people teach about the vehicles on how to become more prosperous, but as with any vehicle, what matters is learning how to drive.”

To break it down: **D** represents people’s ultimate Desires. **R** is the Road they need to go down to achieve that desire. **I** is their identity—who is it that they need to become to go down the road to achieve those desires? **V** represents their Values, alignment with these will determine their choice of vehicle and set a fitting path. And **E** is their End Game, their ultimate goal, the legacy they want to create.

Pa expands on these concepts in the forthcoming book, *UNcommon*, co-authored with Brian Tracy, furthermore they are part of the foundation of Pa’s dynamic “Ignite Your POWER” seminar, which offers people the opportunity to examine, create and receive hands-on access to what it means to design and live an extraordinary life—one that invites the unexpected and which makes it possible to reach beyond the ordinary. Pa’s program starts with “creating a vision and mission that propels the soul and positively influences other parts of your life” and determining “your inner compass and how to navigate your true calling.” He promises that it will profoundly shift your thinking about relationships, your emotions and your power to live—leaving you with the power to play the game of life with a renewed sense of purpose, grace and ease. Those who experience Pa’s “Ignite Your Power” leave with an unprecedented sense of vitality and an ability to bring themselves back on course, even in the most challenging circumstances.

“I believe everyone has something on earth that they were born to do,” says Pa, who began his career in this realm as an elite trainer with one of the world’s largest personal development organizations. “The whole point of what I teach is that we all have something unique to add to this world, and I want to help you discover and unleash that one thing you will leave behind.” He adds, “Sadly, most people die without realized potential. I like to think of myself as the ignition guy who helps you turn on your car. I have a good

knack for reading people and understanding what makes them tick. I don’t accomplish this because I’m clever or smart, but because I create and share positive energy that allows people to open up and feel they can do more. I’m able to push buttons so when they leave my events or smaller coaching/mentoring sessions, they’re ready to take action.”

In addition to his developing global brand as a motivational speaker, Pa is the founder of the Making It Happen Now Foundation (MiHN), a social enterprise that supports inner-city communities and empowers young people to take control of their lives. It provides a platform that helps disadvantaged communities build a solid foundation for prosperity and self sustenance. Bringing the concepts of Pa’s interactions with adults to kids around the world, the organization gives meaning, hope and a sense of purpose, arming them with essential tools to meet life’s challenges.

Established in 2004, MiHN was the first of many of Pa’s multi-faceted entrepreneurial ventures, which also have included various real estate companies (building his own portfolio and helping others build their own) and The Wealth Institute, a comprehensive holistic educational platform offering financial knowledge and wisdom to help people cultivate a mindset for health, wealth and prosperity.

The cover of his illustrated bio includes the catchy line, “If life is a journey, Pa’s has been nothing short of an adventure.” But his travels as a speaker, peak performance trainer and success strategist are just the latest part of his extraordinary story.

**B**ORN IN THE TINY WEST AFRICAN country of The Gambia, Pa’s father was a renowned table tennis champ. While participating in a world championship tournament in China, he found an illegal way to move to the UK, where Pa was born and lived with his parents for six years. Life was hard for illegal immigrants, so the family moved back to The Gambia. There, Pa spent eight years sharing a cramped single bedroom with his parents and little brother, Alieu, in a household with 30 other relatives. As he lay on the floor with Alieu, he dreamed of one day making new friends and being successful.

“It wasn’t a maybe, but a must,” Pa says. “I wanted to become an example for my people, rather than be a victim of circumstance. Africa had some of the world’s richest natural re-

sources but so many people had limited mindsets. My dad told me, 'Son, you have to work hard, but the opportunities are not here. Go out and find them.' He wanted me to be different."

At 17, Pa left for the UK, where he enrolled at North London University. Though he eventually earned a degree in business analysis, he struggled with his grades due to working a full time job to pay for tuition. He also enjoyed partying and hanging out with friends more than he enjoyed his school books. The biggest reason for his academic challenges, however, was that a year into his time there, his parents sent his brother to live with him. Alieu fell in with some of the rough kids where they lived in Hackney, notorious at the time for its gang crime. Realizing that he had not been there for his brother, who then sought acceptance elsewhere, was a crucial turning point for Pa. Pa realized that if he didn't "show up" for his brother, his brother wouldn't show up.

Pa's first experience changing people's lives came from the powerful way he modified Alieu's outlook by influencing his friends for the better rather than forbidding his brother from seeing them. "If you know how to influence young people," he says, "you can influence anyone. I realized that the way to connect to my brother and to influence him was by connecting with his peer group."

Observing the remarkable change in his brother's behavior and realizing the impact he had made became Pa's biggest inspiration to do what he does now. In his late teens, Pa had no idea of how to play the role of a father or how to best guide and protect his brother. Yet he learned something very important that would become a foundational part of his life and teaching: "If I don't show up, he won't show up."

During his schooling, Pa wasn't quite sure of his future career but he knew he wanted to be a leader and not settle into a workaday job like many of his peers. He put himself through school working as a full-time building cleaner of a place called "Pimp's House" and later as a stock boy at a retail store. His manager at the store soon promoted him to sales assistant. Pa was being educated beyond his classes—he was learning some foundational things about adult responsibility. During one year at University, where students take off from classes to gain real world experience, he worked as a product manager for another retailer, learning how to run a sales team.

When he graduated, Pa jumped on the opportunity to go into retail management for

a prominent Fortune 500 company, serving various key management functions in running a store that had 120 staff members, including many young people. He realized he was a natural with people. "The secret of being a good manager was getting people to do things they wouldn't normally do for others—and getting them to enjoy it!" says Pa. "I motivated my staff, trained them and set up a system according to principles, mindset and performance."

He worked at the store for a few years but was restless for the next step—which came when top executives from the company visited the store and were so impressed with the energy of the store's staff that they offered him an interview for a prestigious corporate job with the company in Holland. Still in his early 20s, Pa became Head of Banking Europe; his position involved getting money from the chain's 450 stores to the bank. Overseeing sales and corporate training initiatives in several other blue-chip companies, Pa was responsible for over \$1 billion in assets.


"These executives saw the way customers were attracted to the buzz I had helped create in the store, where they would look in and see it, come in and leave with bags of merchandise," says Pa. "I didn't think the interview went too well, but I got the job and it lasted three years. It was a challenge being this young kid managing a whole division of accountants with a lot more experience. But what I brought was my energy. A lot of accountants are number crunchers and they needed a spark to become more efficient. I bridged this side of the business with the fun retail arena. I won the staff over by making them feel good about what they did, and taught them to enjoy what they do." However, he adds, "I distinctly remember, on the day I was leaving about two and a half years into the job, that I didn't want to be those people rising through the ranks for over 30 years. When I worked in the store, I read a prominent book about habits of people who were game changers in business and it had struck a chord. During this transitional phase in my corporate job, I decided that I was ready for the next step in my life and decided to train with a top motivator and participate in his programs."

Pa's presence did not go unnoticed; he was dubbed "one to watch" by the organization and quickly developed into one of the most influential coaches in that environment. He was a natural, eager to immerse himself in the world of motivational speaking, learn everything he could and gain experience that would

ultimately allow him to help inspire thousands of people. In fact, Pa has now been honoured with numerous awards, titles and distinctions, including a ranking in the prestigious "Top 100 Motivational Speakers in the world."

While working and speaking with this company and developing numerous other ventures, in 2009, Pa was approached by the largest seminar company in the world to be their European partner. He was charged with organizing grand scale events throughout the continent and evolving to deliver events globally. He brought a prominent motivational speaker event to Holland, and later assembled a group of financial experts to accompany him as he conducted his own presentation in Antwerp, Belgium. His creation of the Ultimate Wealth Congress ultimately led Pa to strike out on his own and start The Wealth Institute, which gave rise to his own brand as a motivational speaker throughout the world.

"While working as a speaker under the guidance of others, I always had the desire to do it in my own way," says Pa. "I've always been driven that way. Whatever walk of life they come from, whether they are climbing the corporate ladder or trying to get to the next level with their own businesses, people come to my events and work with me and my team because they feel they lack direction. They may have hit a plateau in their career and life and feel stuck—or maybe financially trapped in a job they don't like because they have outside responsibilities. They're busy building someone else's plan, someone else's wealth, and not their own. Or they lack direction and focus."

"My knowledge and understanding of business strategy and psychological drivers help create a framework for empowering them with the tools and will to succeed," he says. "My diverse background gives me unique insight into what it takes to overcome faulty mindsets and show how to make success a habit. That's the radical shift in perspective that drives me. On a personal level, I love connecting with people. I also love having a life where I choose what I want to do. I never settled and now I can carve my own path while showing people the way to go down new roads in their lives. I show people the possibilities of taking something that looks complicated and making it simple. The key to empowerment is learning how to apply it. **It's all about Igniting Your Power.**" 



# IGNITE YOUR POWER



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