

Mādi^ॐ

Madi Sharma

Social Capitalist

Global Entrepreneur

International Speaker

Policy Maker

Advocate

Author

www.madisharma.org



Make A Difference Ideas

Madi Sharma is the founder and award-winning Entrepreneur behind the Madi Group - A group of private sector sole trader companies, and some not for profit organisations, with a philosophy to create innovative ideas tailored to local action which can achieve global impacts beneficial to society.

Madi titles herself 'Victim to Changemaker' as her personal experience has taken her through the University of Life from a victim of domestic violence and single parent through to Entrepreneur and inspirational speaker. She established her first company from her kitchen at home, which grew to two factories and 35 staff. Today, Madi has been termed a 'social capitalist' as she invests profits from her work into advocacy and the empowerment of others.

Madi has received the honours of Asian Woman of Achievement and UK's Best Boss and as well as the Woman of the Decade – Entrepreneur and Leadership, All Ladies League Award. In May 2018, Madi was listed as one of the Apolitical's 100 World Most Influential People in Gender Policy.

Madi is a recognised international speaker, including TEDx Talks. She keynotes at conferences and lectures in universities on Entrepreneurship, trade policy, empowerment, leadership, valuing human capital, diversity, gender balance and corporate social responsibility. As a presenter, Madi has the rare ability to capture an audience through uncommonly direct and original insights that engage individuals in her call to action. As a result of the success of Madi's speeches she authored her first book Madi No Excuses! www.madinoexcuses.com and is a freelance journalist.

Madi received a UK Prime Ministers appointment, in 2002, to The European Economic and Social Committee as UK Member, representing the Employer's Group. Additionally, she has been a member of the advisory board to the European Commissioner Antonio Tajani, Enterprise and Industry, and also for Commissioner for Transport Violeta Bulc, in regards women in transport. On policy development Madi is recognised for her work on gender equality and Entrepreneurship particularly.

Entrepreneurship always gets a capital E in Madi's world because everyone is an Entrepreneur and everyone can make a difference.

"You must be the change you want to see." Gandhi

"You must be the change you want to see No Excuses!" Madi

Established since 2002, the Madi Group includes:

Madi Magnesium - Consultancy, Corporate and Government, including international business brokerage "I3I".

Madi No Excuses! - A group of companies focussed on the promotion of entrepreneurship and empowerment of human capital, AcadAMadi – University of Life courses; CoSeed virtual business support complex, and Global Entrepreneur Envoy.

The Group has a not for profit education arm Extraordinary Education which has created a unique enterprise model for schools and communities, where the students keep the profits and participate in a live global business. "Learning by Doing" the way real entrepreneurs do business – not with business plans!

WESTT Women's Economic & Social Think Tank - Political and societal advocacy think tank for the empowerment and equality of women globally.

The Awards

Apolitical's 100 World Most Influential People in Gender Policy

Woman of the Decade - Entrepreneur and Leadership - All Ladies League Award 2017

UK's Best Boss Special Commendation 2002

Asian Woman of Achievement 2001

Jaguar VIP

Common Purpose Graduate (Nottingham) 2000

Company IIP accreditation 2000

Special Commendation Prime Minister for support and employment of New Deal

European Federation of Black Women Business Owners – Winner 2000

Northern Foods plc adopted company 1996 – 2002

Best business winner 5- 20 staff – Nottingham Asian Awards 1998

Best Female owned Business – Nottingham Asian Awards 1998

Soroptimist International Business Award 1996

Madi's Areas of interest

Entrepreneurship and Enterprise

External Relations

External Trade

Human Rights

Development

Education, Training and Youth



International Speaker, Policy Maker and Advocate

“Have you heard about the phenomena known as the ‘Madi Effect’? Have you already received a ‘Commitment Bead’? When I asked around, different people gave me very different definitions of their understanding of the ‘Madi Effect’. Someone called Madi a “human magnet”, others said, “A tsunami of energy”, “I carry her bead with me everywhere”, “I have heard her speeches three times and I can’t wait till she speaks here again”. I call her a wake-up call that every individual should receive once in their lives.” - Shariqa Habib

The topics Madi is an expert on include:

Entrepreneurship	Motivation
Trade	Empowerment
Development	Gender Equality
Internationalisation	Women in the Economy
Managing Growth	Diversity
Valuing Human Capital	Human Rights
Leadership	Domestic Violence
Investing in Innovation	Ideas to Action
Change	Corporate Social Responsibility

The Madi No Excuses! Book

While reading this book, you will be having a conversation with Madi. You get to sit down with Madi and start a journey that starts with her incredible story and finishes with you achieving your ambitions. She asks questions which require you to reflect very deeply about yourself and your life (and it will be uncomfortable at times); the opportunities you may be letting slip and the challenges you can overcome. As part of this journey, she gives you your own “Commitment Bead” which is unique in the world ... just like you!

You are reading this book because the time is right for you – NOW! You are, in effect, ready to be a ‘Madinaut’. Someone ready to make the necessary changes in their life by going out in search of solutions to achieve their ‘Absolute Commitment’. So what’s an Absolute Commitment you ask? Well, it is your purpose, your legacy, the overarching objective to all your goals. And it is more than likely that you have never even considered it ...after all, 95 percent of people cannot do the ‘Blank Piece of Paper’ exercise set by Madi.

Through this book, Madi tells you how she transformed her life from ‘Victim to Change-Maker’. And she’ll be the first to tell you if she could do it, so can you. But how exactly? Very simply; a Blank Piece of Paper, a Commitment Bead and the ‘7 Fs’, which Madi applied and applies every day to achieve her ‘Absolute Commitment’. Madi is not introducing any revolutionary, new ideas or anything that you do not already know. However, over 26,000 people already have their personal Commitment Bead and are transforming their lives through the techniques Madi uses, myself included!

This is not a self-help book, nor is it a book on entrepreneurship for which Madi is most well-known. It is a series of tasks set by your personal mentor. If you achieve your ‘Absolute Commitment’ Madi achieves hers. So what is Madi’s ‘Absolute Commitment’? Madi aims to turn 7 billion ideas into action. We are talking about ideas that could make world poverty history; ideas that could give future generations a cleaner, sustainable earth; ideas that could end corruption; ideas that can create jobs, transform communities and empower individuals....the horizon on his is truly infinite? There are no limitations on what you wish to do, nor how you wish to do it. All you have to do it to start this journey with Madi and go through the entire process.

Gandhi Said “You must be the Change YOU want to see.

Madi says “You must be the Change YOU want to see – NO EXCUSES!

“Will you be the Change with us?”

MADI – THE ENTREPRENEUR (Testimonials)

Madi, a real entrepreneur! Some people talk about entrepreneurship, But don't do it. Some people explain their risk of being an entrepreneur although they are simply well-paid managers of a company having a fixed salary at the end of each month. Some officials and employees say they can't undertake entrepreneurship because they don't see opportunities or they are not willing to lose the social secured privileged status. Some would-be entrepreneurs focus on the obstacles and remain in their comfortable seat hoping that they will have more guts in their next life. And then... there is Madi. As an entrepreneur's-ambassador she is explaining to all who want to hear – and especially to those who prefer not to hear - that life is too short to hide behind excuses. And yes there are obstacles. And Madi encountered them as well. But she is a real entrepreneur. An obstacle says Madi "should not be an excuse". She is an entrepreneur as defined by Machiavelli is somebody who simply understands that there is little difference between obstacles and opportunities and who are able to turn both into their advantage.

Hopefully people like Madi can continue to inspire the world with concrete acts and exciting talks. This is why I asked her to speak at TEDxBrussels and why I ask her yearly to witness in my courses at the University. After her speech you are obliged to think what you do with your life. Madi is the kind of change-makers we really need in the world of today. May the crowd follow her example.

Rudy Aernoudt Curator TEDxBrussels

Professor at University Ghent and Nancy Member

Chief Economy team European Commission

Mrs. Madi Sharma was one of the keynote speakers at the Seventh International Conference "Entrepreneurship Teaching, Research and Practice in Global Environment - Building Bridges", held on 8-10 June in Pomorie, Bulgaria. Together with the rest of the speakers – internationally recognized professors and consultants, she presented in an excellent way the European Economic and Social Committee and herself. Madi Sharma showed in one vital and charismatic, non-standard way her believes and value system on "need for action", fully accepted and acclaimed by the audience. With smiling but pointed on her famous "no excuses", she made great impact on this heterogeneous (as status, age, sex, coming from four continents) audience. This was the second invitation to Madi to be our speaker. The first time she spoke in front of entrepreneurs and then – of students. In both cases, she found and impressed the spirit of these different audiences. My opinion is that Madi Sharma needs to play more in the conservative academic community as a real "icebreaker" and to "refresh the air".

Her "No Excuses!" will be red line, dividing students as "acting" and "waiting".

**Professor Kiril Todorov, PhD, University of National and World Economy,
Sofia**

I am delighted that Madi Sharma has finally written a book about her entrepreneurial journey and the lessons that she has shared with so many people across the world. She is truly an inspirational person and her story highlights what can be achieved when you stop using excuses and instead take action!

Professor Thomas M. Cooney, Editor 'Small Enterprise

Research' College of Business Dublin Institute of Technology

Conferences are all about stories. Some of them are a waste of time, some impress you when you hear them and then there are stories that stay with you for ever, like Madi's story.

She has the ability to touch you with her experience. She makes you think. And above all, she makes you act. A force for good is the best force and Madi uses it positively forcefully.

Sonja Šmuc; Managing director, Managers' Association of Slovenia – MAS www.zdruzenje-manager.si

Madi's Mantra is "Make a difference" which indeed she has – and continues to do so. I first met Madi in 1999 when I invited her to be a guest speaker in her capacity as UK Asian Women Entrepreneur of the Year. The conference was the first UK Conference focusing on Women's Enterprise Support which I hosted at Durham University and she captivated all present. Since then I have had the pleasure of working with Madi on numerous occasions cross the world supporting women's economic empowerment. Madi is a true 'change maker', practicing what she preaches on a daily basis. She has experienced real hardship and, as Madi does, learned from it, and turned challenges into opportunities. She is a role model for entrepreneurial practice providing inspiration to all who meet her and tirelessly supporting those who are embarking on their own journeys into new venture creation.

I am delighted to see that she has written her long awaited book so that even more of us can benefit from her wisdom. Madi is remarkable and I am proud to know her.

Dinah Bennett OBE

Director International Consultants for Entrepreneurship and Enterprise www.consult-ice.com

To personally and more deeply emphasize the lessons from Open the Door, Madi, Entrepreneur and Member of the European Economic and Social Committee, reminded us ladies that "the 21st century is the era of 'co'". Cooperation. Collaboration. Coordination. Community. "You've got each other," she said. Ms. Sharma's talk was moving – she herself choked up thinking about her former desperate days when she had to literally pick herself up from the floor. Ms. Sharma's is more than a 'rags to riches' entrepreneur story. Her story is about the value of ideas. She began, "If I give you one euro and you give me one euro, then we each have one euro. If I give you one idea and you give me one idea, then we both have two ideas." And when Madi talks about ideas, she's talking about each person's idea for herself or himself – all 7 billion of us on this planet. That's why she's begun MADI Group, which stands for Make A Difference Ideas, a collective of international enterprises, not-for-profits and NGOs. Ms. Sharma has recognized, she says, that while her objective is "to turn 7 billion Ideas into Action", she cannot do it alone.

Finally, Ms. Sharma wants every female entrepreneur, of WBII and beyond, to know: "Profit is not a dirty word." Profit is not something to be ashamed of. Profit is not something to apologize for. Profit means you're doing something right, and Ms. Sharma's got many examples of female business leaders around Europe with higher returns on investment than their male counterparts. Women can and do make profit, and ain't that grand?

Mandie van der Meer-Danielski Celebrating the Feminization of Leadership

I would like to thank you for your support to the European Commission proposal for a Directive on improving gender balance among non-executive directors of companies listed on stock exchanges. This shows once again the commitment of the European Economic and Social Committee to the promotion of gender equality in the EU.

It is indeed important to promote board-ready women to fight the myth that there are not enough qualified women to fill board positions and to give visibility to talented women aspiring to these positions. As you are aware, I strongly supported the initiative launched by leading business schools to establish the Global Board Ready Women database identifying high-achieving women in business. The Global Board Ready Women database allows companies to search over 8,000 highly qualified women ready to start a Board - level position.

I very much welcome the diverse initiative underway to promote women's full participation in the governance of companies and organisations as members of boards of directors, such as the Female Board Pool Belgium and the Female Board Pool Luxembourg, to name just a few.

I encourage a strong co-operation between all stakeholder involved in these initiative and can ensure you that the European Commission is doing everything in its possibilities to promote gender balance in economic decision-making positions.

Viviane REDING

Vice-President of the European Commission

Justice, Fundamental Rights and Citizenship

Indeed meeting you has been a privilege and an opportunity to move ahead what I believe is a common agenda in a most innovative manner. To both of us entrepreneurship and fostering entrepreneurs are central. Entrepreneurship is the pillar of economic development and job creation. And for sure not big enterprises, but the very small ones.

While every government, every international institutions are advocating job creation, the central role of entrepreneurs in doing so is not really acknowledged.

We both know that fostering entrepreneurship implies addressing as a whole, and simultaneously a few main issues. Education and transfer of know-how, finance, and business support as well a framework conditions, not to speak about ensuring proper market conditions.

You have developed a remarkable education tool, simple, concrete which can be used with all kind of potential entrepreneurs. Nothing sophisticated, but it works. And you have proven it in teaching hundreds of persons, again and again, with an impressive success. What we both did in Burundi is a superb example of a solid approach which makes sense. It is unfortunate that we could not implement the full concept and that we could not do the proper follow up. You have over the years demonstrated the validity of a concept, which should be mainstreamed, and so far has not. You have also done so with an impressive level of humanity. It is great to work with you.

Jean Freymond

Former UNIDO Director

Global Development Forum, Geneva

With the economic crisis and lack of job opportunities around the world, entrepreneurship is on the uprise. Social entrepreneurship has never been more valued, more needed and more achievable than it is today but yet this term remains unknown to too many people. A group changemakers from Iceland have decided to make an inspirational and enlightening documentary about this important phenomenon. The film focuses on a very special social entrepreneur, Madi Sharma, who wants nothing more than to spread out what she believes in. Madi is one of those people you meet in life and always remember. Like most social entrepreneurs she's obsessed by her ideas and has committed her life to changing the direction of her field. She is a visionary and a mass recruiter of local changemakers - a role model encouraging that citizens who channel their passion into action can do almost anything. One of the group members describes her encounter with Madi: "She is without a doubt the most inspirational person I've ever been in contact with. I remember very strong feelings inside of me that were screaming: "Her voice, message and philosophy must be heard in more places." I want people to get the same tingeling motivating feeling inside as I got when I heard Madi talk". There are many people that aren't aware of the power they have, within themselves and the options and opportunities they have to change their society. The purpose and aim of the film is to enlighten, spread and awake interest in the term and phenomenon social entrepreneurship as well as to awake motivation within the audience. For we need drive and inspiration to be able to make change.

Anna Gyða Sigurgísladóttir British Council Global Change Maker – Iceland

I was in your lecture yesterday: I had lumps in my throat as you grew emotional during the speech. And yes I am a man but I find it just human to feel like that. It was a truly moving lecture and so much like and unlike other lectures delivered by other guest speakers. Like them because it was to encourage the young to be ambitious and not to give up; and so much unlike them because it chose to target initially the heart and then the mind of the audience. It worked; well, it worked for me. You said you are happy if your presence can change the life of at least one; well it can bring change to mine. However as I know you have lot to do I'll only bring it to your attention if you think you want to hear about it. Thank you again for the very sincere lecture you delivered yesterday.

Behrooz Soltanian PhD, English Lit Henley Business School, UK

I was soo blessed to have met you and hear you speak at the TEDx in Wiltz! My parents were both present at the event and my mother just couldn't stop taking about how inspiring you were! I now have your bead in what I call my 'shrine box' as a source of motivation and inspiration, fuelling me to be persistent and believe in myself and what I can be capable of. A heartfelt and moving speech you made :) If anyone will put those 7 billion ideas into action I am certain that it will be you :) I hope that we cross paths in the near future and I wish you well with all the wonderful work that you are doing!

Savenaca Vocea. TEDx UBI Wiltz feedback

BOOK REVIEWS

Dear Madi,

Congratulations on yet another success! I was glad to see your project materialize. I received "Madi No Excuses" with pleasure and great interest.

While reading the beginning of your book, I could not help but think that we share exactly the same view on the entrepreneurs' role – "the backbone of any economy creating jobs, employment, innovation, skills". I also believe one should be proud to be an Entrepreneur (with a capital letter). Unfortunately, all too often the public perception is skewed. I am glad we both see it and I hope our efforts to change the negative image of businesspeople will bear fruit.

I like the way your book is written – the communication with the reader is almost conversational, interactive and the little *tricks* here and there make reading it fun. You write about important things in a way that makes them seem simple and doable.

Knowing your story I understand why you are so effective in lending your voice to those who need to be heard but are often underrepresented in places where policies are shaped and decisions made.

I also want you to know that I admire your work and continuous commitment to making a change through your business and social involvement. There are not many people with your ingenuity and openness, which enabled you to create such a varied set of businesses. And there not many people with your perseverance and strength, which made you come such a long way from a gloomy start, along a bumpy road to a point where you could either enjoy your success on your own or start sharing what you had learned in the process. Your choice may not have been the easiest path to follow but knowing you more through your book, I understand it has been the only one you could make.

With appreciation,



Andrzej Malinowski
President
Employers of Poland

"I LOVE your book!!!! I have read the first 80 pages and I am already blown away. It is amazing"

Christine (The case study in the book hoping for long hair!)

... just a quick note to thank you for the book. I haven't finish reading it yet. But I must say it is most compelling.

Leslie McDonald, Former CEO Ethnic Minority Business Advisory Service - First Enterprise

Wanted to give you some feedback about the book, I am only on page 17 but have already picked up on a few things. I will keep sending you feedback throughout the book as I read it but for the minute I can only pick out what I love about it. I am not only saying these things because you are my mum either, no doubt I will find room for improvement somewhere.

You should consider getting the book translated into different languages! And target places where the book is needed! Just an example - I was watching the documentary not long ago (think I told you about it when you came back) about the young girls in the Philippines who are used for the cybersex industry and I think books like this could really make the change in places like that (I know it a huge issue that a book can't solve because it's a whole industry, but for those having therapy etc. this could help!). I really want to do documentary on issues like this all over the world.

A pocket size book maybe something to consider in the future as hope, inspiration and confidence for victims. I love the language! I love that it is a simple and easy to read! For someone like me who doesn't particularly like reading, I find it (can't think of the word) hard to put down and enjoyable! This is because of the language and layout. e.g. page 10-11. Page 10 talks about Entrepreneurship and page 11 breaks it down. The illustrations, quotes, highlighted sections and other techniques used to keep the readers attention has really worked! Nothing worse than blocks of continuous writing. Creative people, Entrepreneurs and professionals will love it the audience potential is massive!

Melissa Lynn (Madi's daughter)

#MadiEffect is in Spain too... :) Today I just brought to myself for the flight the copy of your new book 'No Excuses!' Madi Sharma and I can't stop it until now...Excellent book with important sentences, a big thanks for it! So people you must be the change you want to see. No Excuses! So what change do you want to see? :)

Beata Kormos

11:30 pm Started with the book - MADI! No excuses. (Just to set perspective, I am nowhere near being an avid reader!) It's 1:54 am and I'm still on it - every page read is making me live the struggle and every page turned is a smile - the smile to be strong and to achieve MY GOALS. I am proud to have you and read through this - it really gives me strength and faith to believe in myself and my goals! I have finally taken the 'Entrepreneurial plunge this month and this books arrives at the best time! Shall keep reading and sharing! Thank you Massi for being such a strength! Love you and respect you for smiling through everything life threw at you, for being an absolute FIGHTER and finally, for emerging with such vibrancy!

Sneha Sharma (Madi's Niece) Entrepreneur CUSP



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