



SUPPORTING *Newcomers*

By Christine Eruokwu

You are not meant to do what is easy. You are meant to challenge yourself - Justin Timberlake

I was thrilled to meet Claudine Pohl, the founder of Lemoneight Consulting, in person for the first time this week and five minutes into the session, it dawned on me why she is a highly sought-after speaker.

Her boldness, authenticity and transparency are quite remarkable. In the course of my role as Program Coordinator for #NWLP, I have encountered speakers who turned down topics presented to them because it's 'outside their scope of expertise.'

When Claudine accepted to speak on "Should I Start a Business?" - a topic that was seemingly outside her comfort zone as a professional trainer, I was intrigued and looked forward to her message. And she nailed it!

Claudine kicked off the session by reminding participants that running a business is not for the faint of heart. However, if they decide to explore the world of entrepreneurship, it all comes down to "resiliency and determination."



Sharing her personal story and struggles, she emphasized how she embraced change and pivoted her business during the pandemic. In an era where the storytelling approach to marketing is now more impactful than ever, Claudine's story of her transition from a corporate employee to CEO of Lemoneight Consulting proves that anyone can achieve anything if they set their mind to it and connect with the right network.

She highlighted best practices in business startups and in her concluding remarks, advised the participants to go after their dreams. According to her "success in business will come eventually but you have to be passionate, positive, comfortable with change and willing to take a risk."



To test the risk tolerance of the newcomer women leaders, she gave them a simple test in which Minal Swift emerged the winner. Something so simple yet powerful and impacting enough to draw tears from our eyes can only be curated by a creative mind.

Claudine, thank you so much for inspiring and supporting our newcomer community with your talent, skills and amazing personality. 🌸

About the Newcomer Women Leadership Program

The Newcomer Women Leadership Program (NWLP) is offered by PRUDE Inc. of Saint John, New Brunswick, as part of their mission to encourage "the full participation of all cultural communities in the social, cultural, and economic fabric of mainstream New Brunswick life." Through sessions covering entrepreneurship, health and wellness, confidence, and much more, NWLP empowers women to become leaders in the community! Learn more at <https://www.prudeinc.org/nwlp>