

ALL-IN-ONE MEDIA KIT

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heal

HELPING ENTREPRENEURS
ACHIEVE LIMITLESSNESS

HELPING

ENTERPINUERS

ACHIEVE

LIMITINESS



ADAKU MBAGWU

Transformational Coach • Mentor • Founder of HEAL

Before "eldest daughter syndrome" had a name, Adaku Mbagwu was living it. As the eldest of six in a Nigerian household, she built a \$2.4M recruitment company while quietly burning out - a pattern researchers would formally name in 2024. Today, as founder of HEAL and a recognised first-born daughter specialist, she helps high-achieving women break the cycle of over-responsibility. Published in Essence and featured on AP News, ABC, NBC, CBS, and FOX affiliates.

SUGGESTED INTRODUCTION

Adaku Mbagwu is founder of HEAL and transformational coach for high-achieving first-born daughters ready to unlock exponential success without sacrificing peace or joy. After overcoming depression, suicide attempts, and homelessness, she built a 7-figure recruitment business. Her clients achieve results like achieving 5x business growth in 8 months + through Strategic Vulnerability™.

SIGNATURE TOPICS

- ✓ **The Eldest Daughter Syndrome** - Why firstborn daughters burn out in families, boardrooms, and business
- ✓ **The Hidden Cost of High Achievement** - Success without self-sacrifice
- ✓ **Breaking the Burnout Cycle** - practical tools for ambitious women to thrive without self-abandonment.
- ✓ **The Immigrant Daughter's Double Bind** - Cultural duty vs. modern ambition
- ✓ **Building a Business While Healing Trauma** - Entrepreneurship and emotional wellness

WISDOM POINTS

Over-Responsibility Is Not a Virtue

It's a survival strategy, not a strength

You Cannot Lead From Depletion

Heal while you lead.

Breaking Limiting Cycles Is the Highest Form of Legacy

Success should feel like freedom

Healing Is Not a Detour

It is the most direct path to lasting success

ADAKU MBAGWU

EXECUTIVE BIO

50-WORD VERSION (Social Media, Event Listings)

Adaku Mbagwu is founder of HEAL and transformational coach for high-achieving first-born daughters ready to unlock exponential success without sacrificing peace or joy. After overcoming depression, suicide attempts, and homelessness, she built a 7-figure recruitment business. Her clients achieve results like growing companies from \$160K to \$800K+ through Strategic Vulnerability™.

100-WORD VERSION (Press Releases, Speaker Introductions)

Adaku Mbagwu is founder of HEAL and transformational coach specializing in high-achieving first-born daughters who want to break free from burnout and unlock exponential success. As the eldest of six siblings, she understands the weight of being "the strong one." After overcoming depression, suicide attempts, and brief homelessness in her twenties, she discovered her biggest obstacle wasn't circumstances - it was limiting beliefs. She rebuilt her life intentionally and created a 7-figure recruitment business. Through her Strategic Vulnerability™ method and HEAL membership community, her clients achieve transformational results including 400%+ revenue growth while reducing stress and reclaiming personal freedom.

ADAKU MBAGWU

EXECUTIVE BIO

250-WORD VERSION (Media Kits, Detailed Profiles)

Adaku Mbagwu is founder of HEAL and transformational coach for high-achieving first-born daughters who are ready to break free from burnout and unlock exponential success - without sacrificing their peace, relationships, or joy.

As the eldest of six siblings, Adaku knows firsthand the unique pressures that come with being designated "the strong one" from childhood. The weight of responsibility and sacrifice that defined her role as first-born daughter ultimately led to a breakdown in her early twenties, where she faced depression, failed suicide attempts, and even brief periods of homelessness.

During this dark period, Adaku made a life-changing discovery: her biggest obstacle wasn't her circumstances - it was her limiting beliefs. This revelation became the foundation for her complete transformation. She rebuilt everything with intentionality, cultivating healthy relationships, achieving a sound mind, and ultimately creating a successful 7-figure recruitment business.

Now, through her Strategic Vulnerability™ method and HEAL membership community - serving high-level first-born daughters through weekly coaching calls, monthly training, and a private support network - Adaku guides ambitious women through their own breakthroughs.

ADAKU MBAGWU

EXECUTIVE BIO

Her clients achieve remarkable results: companies growing from \$160K to over \$800K, professionals reaching the most senior and highest-paid positions of their careers, and leaders experiencing life-changing freedom they never thought possible.

Her work specifically addresses the "eldest daughter syndrome" that drives chronic people-pleasing, perfectionism, and approval addiction among high-performing women. Adaku's philosophy challenges conventional success narratives: rather than achieving at the cost of well-being, she believes success should be the result of it.

You're more powerful than you know - and your breakthrough is closer than you think.

heal
You're more powerful than you know.



SOUNDBITES & QUOTES

IN ADAKU'S WORDS:

"I always say that emotions are a gift from God that are telling us when we're in or out of alignment to our higher selves, and if we are experiencing low vibrational emotions, we're anticipating fear and a lot of time, that's data for us to look look at."

"The acknowledgement starts from you. You lead with what you think you want and deserve, and the world will reflect that to you".

"If vulnerability requires you to be courageous, then surely it's strength."

"The problem lies within you. It's how you show up, it's the decisions you make and the beliefs you have. So, in order to break those patterns, you really need to do that inner work, not in a fluffy woo woo way, in a tangible way that requires you to look at what you are responsible for?"

"There's some research that's starting to come out on eldest daughter syndrome. And what I've seen is that every firstborn daughter, whether you're the only girl, the youngest of four boys or the eldest daughter, all firstborn daughters seem to take on that burden of responsibility."





“I think being the eldest daughter of seven children came with a lot of responsibility early on. I was conditioned to always think about how my decisions were influencing, or impacting my siblings, this created a sense of responsibility. And when you have that much responsibility from a young age, it makes you a little bit serious. You’re constantly thinking about the what ifs instead of what now, you know?”

“Power to me is being able to operate from love regardless of what’s happening in my external circumstances. Not being disempowered by things not going my way or unexpected circumstances.”

“95% of everything we do is subconscious. So, a lot of us, especially firstborn daughters, think that we’re in control of our lives. We think that we are dictating how we want things to go. In reality, we’re only in control 5% of the time. The other 95% subconscious is running automatically, and 70 to 80% of that is from limiting beliefs, so painful experiences that we’ve had.”

“Achievement becomes a survival mechanism. If I’m not achieving, I’m failing. If I’m failing, I’m not going to be loved. If I’m not loved, I’m going to be alone. So then it becomes this kind of push at all costs, whether it’s my health, whether it’s my wellbeing, whether it’s relationships. A lot of the time, it’s just push, push, push, push.”



RESOURCES



PROFESSIONAL HEADSHOTS

(Click to open the folders via the URL.)

[Download Professional portraits of Adaku](#) - for print and digital use.



LOGO PACK

(Click to open the folders via the URL.)

[Download Full logo collection](#) - ready for any media application.





Let's Connect

For interviews, speaking engagements, or media collaboration, reach out to Adaku's team.

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