



# 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