



**Hogan
Lovells**

Amani Simpson
AVIARD inspires

Created using the words AVIATE meaning to fly and HARD meaning to be solid and resistant to pressure.

Aviard Inspires exist to empower young people to elevate their minds for success through Personal Development, Digital Media and Enrichment Experiences.



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What inspires you to do what you do?

I'm inspired by the next generation. I see so much talent in young people, it gives me hope for the future! However, there is also a lot of untapped potential that is lost every day because young people often do not see how great they can be and don't know how to unlock the greatness they possess. I see my purpose now as being all about helping young people access the tools and knowledge that can make them great. Shining a light on what is achievable and debunking the myths that will steer people away from taking the wrong path. Ultimately, I want to inspire others by being the person I needed to see or know about when I was younger.

What do you want to see change?

I really want to see narratives change for and about young people by taking ownership of it, especially those from challenging backgrounds. Too often labels and limitations are put on what is possible for them and I want mindsets, attitudes and indeed hearts to shift towards finding solutions instead. I want to see people and communities coming together to inspire and support each other. I live by two key sayings for both society and the young people themselves, first, "It takes a village to raise a child" and secondly "if your mind can go there your feet can follow"

Myself and many other community heroes are working hard to empower the young people of our society, what can you do to empower someone else?

One lesson for people thinking about starting their own enterprise / organisation?

Can I give you one lesson in two key areas - personal and business. On a personal level - Always be yourself, be authentic, stay in your lane and run your own race. Hone your craft and avoid comparisons. Instead, focus on serving as many people as you can to the best of your ability.

On a business level - DATA IS KEY! Being able to quickly access your network, track your impact and evaluate engagement is so vital. Invest in a good CRM and sales software that will allow you to stay in control as our business grows. There are lots of great free options and workarounds if you have a limited budget initial but as soon as possible invest in a robust system.



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