

SaadiaSpeaks

Saadia Abubaker inspires young people from ethnic minority backgrounds to achieve their goals and gain confidence through interactive workshops, blogs and podcasts.

Challenges

Saadia grew up in Swansea where the community lacked diversity at the time. Saadia struggled to find her voice and be herself because she constantly looked and felt different to those around her. Experiencing racism and being stereotyped held Saadia back from building the future she wanted for herself. 49% of young people feel anxious about their future daily. So Saadia created a supportive space for young people to improve their confidence and build their aspirations, something she wished she had growing up.

Solution

Saadia started helping young people on Instagram by sharing her story and hosting a podcast featuring young changemakers. Saadia progressed to offering online group masterclasses coaching young people to boost their confidence and self-understanding. Now Saadia delivers interactive SaadiaSpeaks workshops, inspiring young people and giving them the tools they need to achieve their aspirations.



“I’ve already recommended UnLtd to so many of the people in my network.”



Achievements

Young people leave SaadiaSpeaks workshops inspired to achieve their goals and unlock their inner confidence, gaining a better understanding of who they are. They find the courage to be themselves in a space with people from similar cultures and backgrounds who they may not interact with in their everyday lives.

What’s Next?

Saadia hopes to reach 25,000 young people through SaadiaSpeaks workshops. Saadia wants to develop corporate partnerships to grow her work further and would love to host a festival full of workshops in Wales.

Social Business Wales Support

- Funding to test Saadia’s ideas.
- Personalised support to form Saadia’s brand identity.
- Connections to a community of social entrepreneurs.
- *Find out more about Social Business Wales support available to social entrepreneurs living in Wales [here](#).*
- *Find out more about SaadiaSpeaks [here](#).*

What She’s Learnt

Saadia realises that growing her business requires becoming comfortable in accessing support from specialists with skills she lacks. By offering opportunities to her network, she also supports others while they support her.