

ASCENDtials



ASCENDtials assists individuals in solving problems and overcoming societal challenges rooted in an oppression model and standard of living. In order to facilitate real change, one needs to adopt a new way of thinking. Starting with a better understanding of oneself through the acquisition and application of the true science of self is crucial. Recognizing oneself, adhering to natural laws, and maintaining balance are integral aspects of Maat, an ancient African ideology. ASCENDtials firmly believes in the transformative power of these fundamental principles to identify and reform systems for the benefit of all.

What opportunities help forward your success?

At ASCENDtials, we believe that focusing on building problem-solving tools that address our educational gaps can be liberating and contribute to overall health and wellness.

What is your marketing strategy to reach the widest audience as a diverse business owner?

We use our events to promote our messaging. We hold regular events monthly using platforms that broadcast to everyone. We also use our social media and partner organizations to help us promote our activities. We offer volunteer and intern opportunities and cater to all levels of learners, and this helps.

How has the DSDP helped to elevate your organization's presence in the Downtown market?

I haven't yet taken advantage of opportunities to elevate my organization's presence with DSDP.

As a diverse business owner what do you want people to know or remember as we celebrate Black History Month?

I want them to recognize that our ancestors understood how to be one with nature and follow principles that led to optimal health, and that embracing their wisdom will awaken them to a world of opportunities.

What does being a diverse business owner mean to you?

It means that I have the responsibility to inform and guide folks to refocus on knowing themselves and to heal themselves. Investing in educating themselves on thinking more holistically to be more in tune with nature will save not only themselves but also those they come into contact with.

How do you celebrate diversity in your organization?

We celebrate diversity by hiring from all over the world volunteers and interns, that connect with our mission and vision. Though we cater to the BIPOC community, it takes a village. Our team is here!

<https://ascendtials.org/about-us/the-team/>