

Eugenia M.

MEDIA & SPEAKER KIT • 2026

Eugenia M.

Educator. Entrepreneur. Author. Public Speaker

“Create Generational Wealth From Within”

Author of The Invisible Wealth

Ambassador for the Sustainable Development Goals (SDGs) • 2030 Agenda
PhD Candidate, University of the Western Cape (UWC) • Researching the integration of
entrepreneurship programmes into primary school education
Top 5 Nominee, FNB Innovation Awards • 2017
Founder, Addnum Global School • Gauteng and Mpumalanga



We inherit more than money.

We inherit beliefs.

Before we are old enough to question them, family, culture, childhood and circumstance begin shaping what we believe about money, success, identity, parenting and possibility.

Eugenia M. turns that hidden inheritance into a clear conversation about conscious choice: what formed us, what we are still carrying, and what we want the next generation to receive.

CORE POSITION

Generational wealth
begins before money.

A conversation spanning:

- Inherited beliefs & identity
- Money, success & personal agency
- Parenting, purpose & legacy

Works for radio • TV • podcasts • panels • keynotes

Why Eugenia is worth the conversation



EDUCATOR

Founder / Director, Addnum Global School

Years spent building environments where children are seen, challenged and encouraged to become more.

AUTHOR

The Invisible Wealth

A personal exploration of childhood, identity, belief inheritance, purpose, legacy and what we transfer.

ENTREPRENEUR

EM Global Group

Business-building experience gives her a practical lens on success, risk, ownership and responsibility.

ADVISOR | PUBLIC SPEAKER

Training • mentoring • business • SDGs

Her professional background includes training and development consulting, mentoring, business advisory and SDG advocacy.

Core subjects

IDENTITY

MONEY

PARENTING

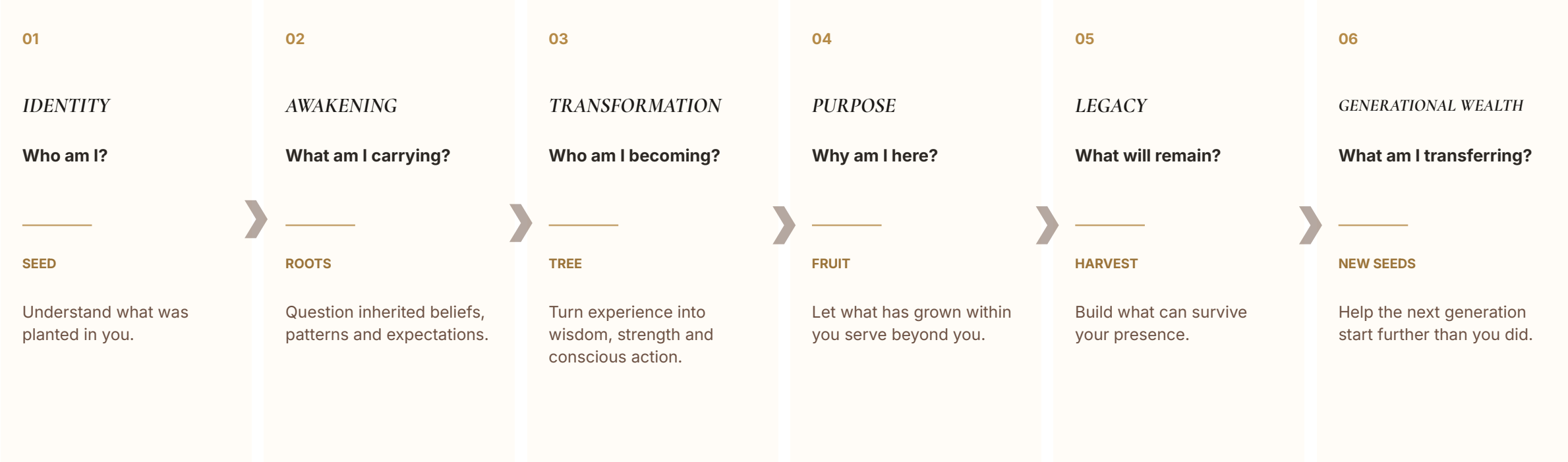
AGENCY

PURPOSE

LEGACY

A life changes when inheritance becomes conscious

One clear journey. Six questions. One transfer.



Creating Generational Wealth From Within

Eugenia M. Mokone

South African educator • entrepreneur • author

VOICE

Reflective. Specific. Practical.

Eugenia M. Mokone is a South African educator, entrepreneur and author of *The Invisible Wealth*. Founder and Director of Addnum Global School and EM Global Group, she works across education, training, mentoring, business and youth development. Her work explores how childhood, family, culture and experience shape adult beliefs about identity, money, success and purpose. Through her writing and speaking, Eugenia invites audiences to examine what they inherited, choose what still serves them, and build a legacy that helps the next generation start further ahead.

Use for TV intros, radio bios, event programmes and speaker announcements.



Education, enterprise and the work within

Eugenia M. Mokone's work sits at the intersection of education, entrepreneurship and human development. As founder/director of Addnum Global School and EM Global Group, she has spent years building businesses, mentoring people and creating environments where children can discover potential early. Her professional background includes training and development consulting, business advisory, mentoring and Sustainable Development Goals advocacy.

The Invisible Wealth grew from a deeply personal question: how much of adult life is still being directed by beliefs formed in childhood? Eugenia's own story moves through three families and three different belief systems, Christian faith, ancestral tradition and entrepreneurial discipline. Each gave her something valuable; each also carried expectations she eventually had to examine for herself.

That process became the framework behind her public work: Identity, Awakening, Transformation, Purpose, Legacy and Generational Wealth. Today, Eugenia speaks to parents, professionals, entrepreneurs and leaders about the invisible inheritance behind visible choices. Her central idea is simple: generational wealth is not only what we leave for people. It is what we leave within them and what we make possible for them to start with.

SIGNATURE PERSPECTIVE

True generational wealth
is bigger than money.

Eugenia's message is not anti-inheritance. It is pro-conscious inheritance.

Teacher. Entrepreneur. Parent. Author.

The Invisible Wealth



AUTHOR

eugeniam.co.za

Eugenia M. Mokone

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GENRE	Memoir / Personal Development
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SYNOPSIS

What if the beliefs shaping your adult life were formed before you were old enough to question them? The Invisible Wealth follows Eugenia M. through three families and three belief systems. More than memoir, it explores identity, inherited beliefs, healing, purpose and the hidden forces behind adult choices—and asks what we will keep, release and transfer to the next generation.

Three homes. Three belief systems. One adult choice.

Each home loved her. Each believed it was preparing her. Each left an imprint.

FAITH

A Christian home

Faith becomes the foundation of her earliest life.

TRADITION

Her aunt, a respected traditional healer

A different worldview introduces ancestral expectation and calling.

ENTERPRISE

Her entrepreneurial grandparents

Hard work, discipline, business and financial independence become another inheritance.

The turning point

After the people who shaped her life passed, Eugenia had to stand alone, not to reject the past, but to examine it. The question became: Who am I beneath everything I have been taught to become?

*That question became the foundation of *The Invisible Wealth*.*

Six conversations audiences can enter immediately

PARENTING

What your children inherit before your money

The beliefs, behaviours and definitions of success children absorb long before assets change hands.

MONEY

Generational wealth begins before money

A broader definition of wealth: identity, wisdom, values, opportunity, ownership, assets and systems.

EDUCATION

Invisible potential, visible achievement

What educators and parents can see before a report card can measure it—and why that matters early.

WORK & LEADERSHIP

Who is making your choices?

How capable adults can still be directed by fear, scarcity or expectations they never consciously chose.

IDENTITY

How much of who you are did you consciously choose?

A practical conversation about childhood, culture, family and the beliefs that quietly become adult identity.

LEGACY

What will remain because you were here?

The difference between achievement, purpose, legacy and what the next generation can actually start with.

Each angle can work as a 5-8 minute radio/TV segment, a 20-45 minute podcast, or a 30-45 minute keynote.

Ten questions that open the story

- 01

Who is making your choices: you, or the beliefs you inherited?
- 02

What did your childhood teach you about money without anyone saying it directly?
- 03

How can a belief help you survive at one stage of life and limit you at another?
- 04

What is the difference between legacy and generational wealth?
- 05

Why can successful people still carry scarcity, fear or inherited expectations?
- 06

What do parents pass to children before they ever pass assets?
- 07

How did three families and three belief systems shape your own identity?
- 08

What does it mean to help the next generation start further than you did?
- 09

How can schools help make invisible potential visible before adulthood?
- 10

What belief did you have to release to become the person you are now?

Producer note: the questions are prompts, not a script. The strongest interviews pair one idea with one personal story.

Keynotes that turn reflection into a room-wide conversation

01

CREATING GENERATIONAL WEALTH FROM WITHIN

30-45 min keynote • Parents • leaders • entrepreneurs

A six-stage journey from identity and inherited beliefs to purpose, legacy and conscious transfer.

02

WHO IS MAKING YOUR CHOICES?

20-30 min talk / fireside • Professionals • leadership teams

A practical examination of the beliefs behind success, fear, money, risk and adult decision-making.

03

WHAT YOUR CHILDREN INHERIT BEFORE YOUR MONEY

30-45 min parent / school talk • Parents • schools • family forums

How behaviour, language and expectations become a child's invisible inheritance long before assets do.

04

INVISIBLE POTENTIAL, VISIBLE ACHIEVEMENT

20-40 min education talk • Educators • youth organisations

Why identity, confidence, curiosity and voice matter early and how adults can help children see possibility sooner.

Formats can be adapted for keynote, moderated conversation, panel, parent evening, staff session or book-club discussion.

The work exists beyond the book



Education

Founder / Director of Addnum Global School. Eugenia's ideas about identity and invisible potential are rooted in daily work with learners, parents and educators.

Enterprise

Through EM Global Group and her business background, she brings the language of ownership, risk, discipline and financial independence into the conversation.

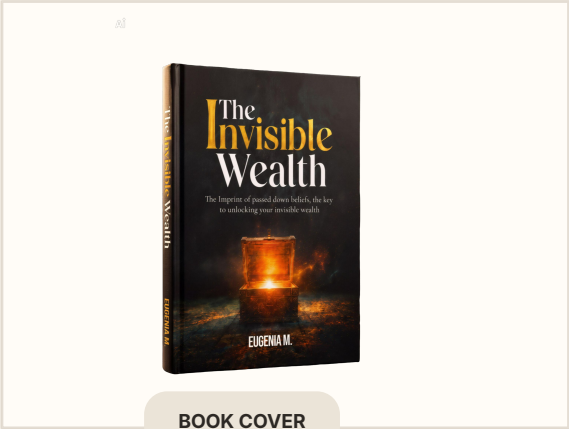
Development

Her professional profile includes training and development consulting, mentoring, business advisory and Sustainable Development Goals advocacy.

Author, book, launch and community



AUTHOR PORTRAIT



BOOK COVER



BOOK LAUNCH • 22 AUG 2026



LAUNCH / SIGNING



COMMUNITY / EDUCATION

High-resolution originals are available from the media contact.

Eugenia M.

MEDIA & SPEAKING ENQUIRIES

Book the conversation.

Interviews • TV • radio • podcasts • panels • keynotes • schools
• corporate events

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The Invisible Wealth

Creating Generational Wealth From Within

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