



The Limitless Women Podcast Abigael Wangombe

Do you ever feel frozen when faced with making a decision? Do you feel overwhelmed when confronted with change? Making decisive decisions is a key component to growing your business and growth leads to change. If this resonates with you, then listen to today's episode to learn from the resourceful Abigael Wangombe's inspiring story about how to take charge in the face of abrupt change and make determined decisions.

Want to skip ahead? Episode Highlights

[08:03] Learn how faith can give you the confidence and motivation to move forward during times of uncertainty.

[10:06] Instead of waiting for others to act, listen to how Abigael took charge during the Covid-19 crisis and expanded her business. She did it, and so can you!

[12:55] Discover what really drives your business forward.

[18:40] Will you let fear get in the way of success? Listen to Abigael's story for motivation to make your next big move.

Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] Today's episode is a little different. Since 2014 we've been hosting an event called the Limitless Women Legacy and Leadership Mastermind. What I do at this event, each year, is invite a hundred of my girlfriends to come together and really share principles and practices of what makes a successful business in today's world. In addition to that I invite a few of my peers, and role models, and women that I look up to who've really knocked it out of the park with their businesses, women who have scaled and also at the same given back and created great contributions with their businesses. Today's episode is an interview with one of those women. I'm sure that you're going to get tremendous value out of this so if you are able to



take some notes, grab some great insights for yourself, I think you're going to find this one really a lot of fun.

Laura: Alrighty. Let's shift gears here. I believe that Abby has made it this morning. Abigael Wangombe are you here with me, my dear?

Abigael: I am here.

Laura: Hi.

Abigael: Hi.

Laura: There you are. Good morning. Nice to see you.

Abigael: Good morning. Nice to see you.

Laura: I'm so glad you could join us.

Abigael: Yes.

Laura: And you ought to go back and listen to the recordings of what we had talked about yesterday, but maybe this morning with Monica. I know you're just fitting us in and life is very full, so we're so honored to have you with us in person now.

Abigael: Thank you.

Laura: I wanted to just take a few minutes to introduce you to everyone and to just go over a little bit about your story and your business. And you are such a powerful leader and such a great, great woman in your own business, in your own philanthropy. So, I want everybody to know you. So, thank you for making a few minutes to come in and visit with us. So, Abby and I met last year was it? Last year or maybe right the year before.

Abigael: Yeah. Right before COVID.

Laura: Right before COVID, right? And just we had such an incredible conversation about Africa. And I'll let her tell her story about her work in Africa, but also the place of who she is as a business woman is really just nothing short of remarkable. And, as we've been having a lot of conversation yesterday and again this morning about team and scale and what that looks like. Abby is running an organization with, if I get the numbers right, 75 team members currently?



Abigael: Yeah.

Laura: Yeah. Yeah, which, you know, a lot of us are like, “Okay. How do I get that first one? How do I get now to two? How do I get to five?” Right? There’s a journey with all of that. So, she has really great insights to share with us on her own journey of developing her team. And, yeah, so kind of without further ado, you have multiple businesses that you’re running right now.

Abigael: Yeah.

Laura: So, I’m going to kind of say that we’ve got some amazing launch things going now with your technology company combined with what you’ve been doing with your home healthcare company now. So, tell us a little bit about kind of your origin with the home healthcare company, how you got started with that? And what’s grown now to a beautiful place of 75 team members and **[0:02:41 inaudible]**?

Abigael: Yeah, absolutely. So, first of all, I want to honor every woman who came because when women gather, we are like chicken. We pull everybody together and we – I can hear the heart when I join in. So, I want to honor every woman who is here, not only to support, but to hear the heart of the children in Uganda and what is happening because any time you give to one child, it goes to the generation to come. So, it’s not about building legacy, it’s what you build today. So, I want to honor every woman for what we are doing together as a collective and what you’re doing individually. So, my name is Abigael. I have been in the United States for 14 years. I was born in Kenya, so I can hear when Monica was speaking some of those insights, like, yup, I know exactly what that means. And, having an opportunity to come and study here not just as a business leader, but also in the healthcare industry, I saw the need to be – to serve people in the community, geriatric community, new moms that needs help and support a home and I started a home health company. I started the business with a different mindset. I wanted to be able to give without having to worry. I wanted to connect my giving with my business. That means, when there is a need, I can meet that need because I grew up watching my parents and my grandparents doing that. We never lacked because either my neighbor or my mom or my grandparents, one of them had – had uniform for us and one of them had shoes for us to go to school. So, they build an ecosystem, but because of the generosity of not only the neighbors, but my parents and my grandparents, I felt like we never lacked. And even if when we did, it wasn’t very obvious. So, when I came to the United States first of all, I wanted to be a blessing to [Jerusalem] and that’s where I am. I have a lot of Americans that work in our organization that we work together. I give to a lot of organization here and back in – in Africa. So, I wanted to make sure that I expand not only to where I’m from, but to the space and people that I’ve expanded and stretched for me, that have created a space for me to be – to be a business



owner to be a leader, but also to be able to spread and do other things that we have. [0:05:03] I wanted to be able not only to give in Kenya and in other parts of Africa, but also to give to the space that God has my feet on the ground. So, I set it out in home healthcare agency 12 years ago. I don't have an idea of what we are doing the first two years, so I always say our business is 10 years old.

Laura: *[Laughs]*

Abigael: You know, those few years you haven't got a clue what you're doing, you're hiring and taking every client you can get and everybody, yes, we can do that, yes, we can do that. And we hadn't streamlined. And in the process of five years into the in home care agency, I wanted to be able to extend my hand and started giving back. I am a – I serve in a great leadership in our church and we have over 7 – I think 10 foster homes in Seattle, so I am very much involved in that. And then, I partner with another organization in Kenya, Loving Moms, is an adoption. It's not really an adoption agency because our international adoption is not really legal in Kenya. But, it's a foster care well. She – the leader of that organization takes children from very interesting, if the parents are killed, if the parents disappeared and those children don't know where their parents are. If the children are, you know, a family and most of them it's because of the tribal clashes and parents disappeared or one was killed or they were separated, those are the children we are supporting. So, I wanted to create another business of training women what I know, consulting firm called Abby Global Ventures to be able to have that business only for giving purposes.

Laura: Nice.

Abigael: So, I put that on the site to know if I can be able to teach what I know, when I need to give and to support another woman and support my team and to support Kenya and to support the foster in Seattle. I don't have to worry when this business is not doing well.

Laura: Yes.

Abigael: I literally it is not an NGO, it's an org because I wanted it for profit, so that that profit can go directly to the things I do. So, when COVID hit – I met Laura and then, COVID hit really hard, I did not want to pivot like everybody else. I just made God the CEO of our company and I said, "God, what do we need to do?" Realize I have a team out there. I have to quickly look for places and doctor's office a place where they can get COVID check every three days. It was a nightmare trying to find places that are not there. We didn't have everything lined up and trying to assure our clients that we're going to do the best we can. I have to partner with an Uber company to drop the supplies. I had to call my parents in Kenya and tell them create and make the mask overnight. I told my mom, "Gather all the women in the village. Get all the mask you



can get, sew them in and I need them shipped here.”And we did that. Within three days, those women gathered up I think a million masks and shipped them here through FedEx.

Laura: Wow.

Abigael: So, not only did we give to my clients and my caregivers, but anybody who needed mask, I had them. Because I had to go back to my core of my business and my faith and ask God, “What do I need to do?” I don’t want to pivot like everybody else, which is great. I wanted to know what do we need to do as a business, what do I need to do for the people that look up to me, and what do I need to do for my team. So, one of...

Laura: I think, Abby, what’s important that I want to presence here for everyone is that if you could guys could remember that when we started to become aware of COVID in the United States, this – this is Seattle. This is the epicenter combined with elder care, right? So, you’ve got the combination of literally the hottest hotspot that we were aware of. You were – it was like being I think when you and I talk about it now, like being in the frontline of the war, like you were right there.

Abigael: Yes.

Laura: Yeah. Yeah. And so, when we all talk about COVID and how did it affect us, I asked Abby to come and talk to us about it because, you know, no one that I know has that frontline experience like she did. And, as a result of this year, let’s talk about some of your celebrations. Let’s talk about what you actually in the face of COVID, what did it look like for you guys? Now that we’re looking at we’re coming out, God willing we’re getting our vaccines and people are becoming, you know, more able to move and we’re just really seeing the light at the end of the tunnel, what’s that year look like for you as far as your business?

Abigael: First of all, it anchored me differently. It helped me to anchor myself. And one of the things I want to encourage everybody to do, when you look at your family life and your business life, which area and the facet of your business that you need to anchor a little bit tight. **[0:10:06]** It also helped me to know that I don’t always have to wait for what other people are doing. Yes, we have leadership, yes, we have the government, but what you can do, you as a person. Because I didn’t know I could pull these off. And the Department of Health is calling and my clients are very high profile, they’re calling, “What do I need to do? Who is coming? I can’t stay without care” Well, you cannot always wait for what somebody else need to do. You got to start moving. And I added my faith that the Bible say I will lead you in the way that you should go. So, I was just – I was just moving. I was calling, I wasn’t pulling for resources and I also realize one thing, people are so willing to help. They just didn’t know how. So, as women, don’t be afraid to ask for help. Yes, nobody is going to do it like you. Yes, nobody – nobody is



going to run and breastfeed that business like you do. But, you will be so surprise when I reached – I reached out to the police department, I reached out to our mayor. I was – I was laughing with the mayor the other day because he was like, “I couldn’t understand what you needed. I really couldn’t understand your accent, but I knew you needed something.” And I told him, I said – I told him, I said, “Whatever something was, that’s what we needed.”

Laura: *[Laughs]*

Abigael: Whatever your understanding, that’s what we needed. So, I called everybody I could. I got to – I serve in the – in the leadership of our church because a lot of people like [Bishop Jackson], people like that and I called everybody and I said, “Help me in any way you can whether that was resources, whether that was brainstorming, whether that was wisdom, whether do you know somebody who can help us.”

Laura: Yeah. Great.

Abigael: And within a week, we had a pulled a lot of resources. It’s not because we knew what to do, it’s because we asked for wisdom and we stretched our hands who can help us. So, don’t – don’t be wary to ask for help. People are willing to help you in any way they can.

Laura: I think, yeah, I think that’s a huge takeaway. And I think there’s also the place of, you know, we always – often women will here – be here sharing and they’re like, “Oh, my business has grown because Laura told me to do something.” I say, “No, no, no. Your business grew because you took action.”

Abigael: Yes.

Laura: That’s the difference. Because every one of us the experiences we have the results we experience on a day-to-day basis are the results of the action we choose to take. So, your courage in the face of this is so inspiring to me, Abby. It was something else that you said to me the first time we talked about how – about getting prepared for this particular conversation, how fear is a disease.

Abigael: Yes.

Laura: And I want you to talk a little bit about that if you would please?

Abigael: So, when COVID hit in March of April, I realized everybody, we were so afraid of this thing that we don’t really know what it was.

Laura: Right.



Abigael: We're waiting for the scientist, we're praying, we are looking for answers and we didn't know what it was. But, as much as COVID was the deadly pandemic that is still is, I think fear was much more of a pandemic than COVID. I know a lot of people that closed their business not because they were not essential, but they were afraid of.

Laura: I agree.

Abigael: I know – I know somebody who let his – all his team go because he didn't know how to address the issue.

Laura: Right.

Abigael: So, allowing -- even at the moment allowing there is COVID, yes, but also the fear has become a disease. It's much more of a virus than it really is.

Laura: Yeah.

Abigael: Knowing that we are going to do the best we can and renew your mind everyday and telling yourself, you started this business, you're going to push it to the best you know how. Taking all the precautions, but also keep moving to that direction. Because even if I always look at the example of Walmart and Target and Fred Meyer's and Sam's Club and all and Costco and all these big – big retailers. They are all selling the same thing. They have food, they have clothing, they have some whatever kitchenware. They are all selling the same thing. But, it's a different motto and a different kind of brand and name, but they're selling the same thing. So, I told myself if Costco and Safeway and Target, they are going to keep open, I am going to keep open.

Laura: Good for you.

Abigael: Because all the hospitals are open, I am going to keep open. I'm going to do the best I can. I'm going to get resources the best I can, but I'm also going to push because even though the fear was there, I wasn't going to close my business because of fear.

Laura: Good for you, honey.

Abigael: And I have to talk to my team every day. We created a technology so quickly to be able to communicate with my team and tell them it is really, really bad, but we're moving on.

[0:15:05]

Laura: Good for you.



Abigael: If you need anything you need, come over and ask me in the office. If I don't have it, we have, you know, the African where we have these head wraps that we wrap our head, oh, they became mask within a day. I texted everybody in our language, I say, "Do you still have those head wraps?" Everybody is like, "Yeah. I have like five." Okay, they're becoming the mask. So we had the mask the following day because we had to be creative of what we have. So, keep going and don't let the fear stop you.

Laura: Excellent.

Abigael: Because it's become much more worse than the pandemic itself.

Laura: Yes, ma'am. We talked a lot yesterday, Abby, about decision making.

Abigael: Yes.

Laura: One of the things you and I talked about is because, again, we're looking at how many women get stuck in the processing and the complication and looking for all these other things versus what we're talking about, which is making a decision and deciding and choosing to take action.

Abigael: Yeah.

Laura: Everything a little bit about you had a job before you started this business, where you were exposed to some really fantastic amazing mentorship in how to make decisions. Can you talk a little bit about that?

Abigael: Yes. So, I worked in corporate America for a very high profile family. You all know them. I worked there for seven years. And in 2008, I had a dream job. I traveled around the world. I had, yeah, I had everything you can ask in a dream job. But, I never, I don't remember, I think two days I was in two different continents. That's all I remember. I don't remember when I was in Brazil and when I was watching – I was in New York, all that I remember is we were traveling nonstop. But, in 2008, my boss at the time was making very big decision when everyone else was holding onto their money because the economy hit the ground. The economy was failing, everybody didn't – there was nobody who was buying, nobody was selling, everybody just needed to hold on with what they have. But, I saw his reverse psychology of thinking ahead. And he started with the savings the company had, buying – buying buildings and land in the middle of such a failure of the economy. I saw him making those decisions because he's so five years down, he's so six years down and he just bought everything and left it there with the savings the company had. And the board members were like, "This is the worst decision you can make. We need to have those savinc. The question is will I allow fear to stand



on the way or will I become creative in what I have already in my hands? Because I believe what every woman has in their hands, it can totally be dissected into five different ways.

gs.” But, he’s so five years down the line. When the economy began to recover, he sold all those buildings to Amazon.

Laura: Wow!

Abigael: In billions of dollars.

Laura: Nice.

Abigael: Even though he bought in the worst economy ever. So, there is an opportunity in the middle of the pandemic. There is revenue generating – there is a lot of places and ways you can generate income in the middle of the pandemi
Laura: Yes.

Abigael: There are so many ways to dissect and what you already have. How else can I move these and position these and, you know, rearrange this, package it well, talk to people about it better to create a stream of income, so that you can be able to extend the hand of generosity.

Laura: So beautiful. So beautiful. Abby, I am honored and thrilled that you’re here and I know you have a lot on your plate right now. So, my request is can we take a break and like because we’re scheduled for break right now. Can we take a break and will you stay with us for a little bit and stay with us. Obviously, you’re welcome to be with us as long as you like. But, I know that the women are going to want to talk to you afterwards.

Abigael: Yes.

Laura: So, we’re just going to take a 10-minute break. We’ll call it 11:20 now, it’s not quite there. We’ll take a 10-minute break. We’ll come back after 10 minutes and have 5 minutes of stretching. So, anybody wants to do some yoga with Andrea and I may do so. And then, I’d love to get back into it with you and give the women an opportunity to speak with you and talk with you and learn from your wisdom because I know they’re going to have great questions. Are you okay to hang out with us for a little bit?

Abigael: Oh, absolutely. I love it. I love it.

Laura: I so appreciate you.



Larua : Do you ever get lonely working from home? Are you hungry for connections with other women just like you? Each year, we host several live events for our Limitless Women community, where we come together to connect, grow, and learn. I'd love to see you at the next one. Check us out at LimitlessWomen.com for details.

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