

MY PURPOSE DRIVEN CHALLENGE COMMENTARY

Digital products created:

▶ Silent night

▶ Long time ago

[All things bright and beautiful](#)

▶ That name Jesus

▶ I die daily

▶ He takes a beggar and make him a king

▶ I have a shepherd

[BIBLE is good enough for me - YouTube](#)

[I believe - YouTube](#)

<https://www.youtube.com/ekoja7>

https://docs.google.com/document/d/17vaU2b9IJ7-QPFsgD00nefsjzPua7Ng_/edit?usp=sharing&oid=117109243475770631899&rtpof=true&sd=true

As a creative, one may be tempted to expend energy on unproductive ventures while the wheels of creativity rusts. This was my story. Though caught in this web, the 21 days challenge from distraction liberated me from the grip of this fruitless adventure. After engaging in a critical thinking exercise to come up with a creative idea, my mind went back to my dormant 3 years old YouTube channel, which had just a video on its dashboard. The challenge challenged me to create over 10 YouTube videos for public consumption.

The screenshot shows the YouTube Studio interface for the channel 'ekoja solomon'. The left sidebar contains navigation options: Dashboard, Content (highlighted), Analytics, Comments, Subtitles, Settings, and Send feedback. The main content area displays a list of videos under the 'Videos' tab. The table below summarizes the video data shown in the screenshot.

Video	Visibility	Restrictions	Date	Views	Comments	Likes (vs. dislikes)
<input type="checkbox"/> All things bright and beautiful Add description 1:27	Public	None	Dec 20, 2023 Published	0	0	-
<input type="checkbox"/> Long time ago Add description 1:03	Public	None	Dec 20, 2023 Published	1	0	-
<input type="checkbox"/> Silent night Add description 2:02	Public	None	Dec 19, 2023 Published	9	0	-
<input type="checkbox"/> Arise Nigeria children Add description 1:18	Public	None	Dec 11, 2023 Premiered	2	0	-
<input type="checkbox"/> He takes a beggar and make him a king Add description 2:38	Public	None	Nov 26, 2023 Published	3	0	-

Short	Visibility	Restrictions	Date ↓	Views	Comments	Likes (vs. dislike...)
<input type="checkbox"/> That name Jesus Add description	Public	None	Dec 12, 2023 Premiered	40	0	100.0% 5 likes
<input type="checkbox"/> I die daily Add description	Public	None	Dec 12, 2023 Premiered	2	0	-
<input type="checkbox"/> I believe Add description	Public	None	Dec 11, 2023 Published	29	0	0.0% 0 likes
<input type="checkbox"/> BIBLE is good enough for me	Public	None	Dec 10, 2023	29	0	100.0%

Reasons why I chose the Carol video production:

- *There was a need for digital contents with the capacity to lift one's spirit during the Christmas and new-year celebrations.
- *I wanted to create a routine and cultivate a positive habit that could become a lifestyle
- *I yearned to revive my channel after years of dormancy
- *I desired to create contents that could be consumed by kids and adults globally
- *I wanted to develop my music skills
- *I have always longed to impart my generation positively

Method approach used:

As a creative, one needs to study his environment for trends/seasons to create digital products that resonate with the needs of consumers. With Christmas drawing close, the knowledge helped me to leverage the season to create some carol videos.

In creating the products, I first researched the lyrics of some songs from the internet to get a personal copy.

This was followed by series of practice sessions to be conversant with the tone, pitch, and keys.

After gaining some mastery, I recorded and reviewed my first video draft to measure my performance and correct lapses.

With the necessary corrections taken, I proceeded to record my final videos in a calm and quiet environment. This was done to avoid unnecessary distractions.

When the final recordings were completed, I saved my files safely in a phone folder. For newbies, it is important to take note of this step because failure to do so may lead to the loss of an entire digital production output.

After creation, I got a data package from my network provider to upload the files to my YouTube channel. This took hours from me and were it not for my resilience, I would have abandoned the exercise midway. From my experience, I noticed that it is easier to download files from the internet than to upload them. Digital creatives should always try to imbibe the

virtue of patience during this stage because; uploading may sometimes be frustrating to newbies.

In addition, I tried to monitor the progress of my digital products after uploading them to gain insight into areas I needed to improve upon to retain my audience. From my observation on the 18th of December 2023, my videos were able to have about 100 views from members of the public. This progress wouldn't have been measurable without the skill of follow-up. Digital creators should please try their best to follow the analytics of produced works because in analysis lies progress.

Finally, one thing I noticed about some digital creators is that they hardly extend their knowledge and failure stories to others. To escape this norm, I deliberately took it upon myself to teach my learners/orphans how to sing some songs, and engaged them to create some digital products too. This I believe may be the spark they would need to thrive in this digital era while they age.

What I learned:

In the course of the 21-day challenge, I learned how to create and upload video clips to YouTube. This proved to me that anyone anywhere could be a digital creator.

As I deliberately carved out time to exercise my body after the day's work, it eased me from stress and helped me to think straight. This is a testament to the important role exercise plays in spicing up the creativity of a digital creator.



My visit to the NKST orphanage exposed me to the bitter plight of disadvantaged members of the public. It further enlightened me about the voluntary role I needed to play in my community.

As a lucky online attendee to the Drucker Forum conference in Austria, I learned that as a leader, I needed to normalize regrets to become a better negotiator, problem solver, and strategist.



Congratulations

You have completed the eight weeks of BeGreen training.

You will participate in the four weeks of Circular Economy & Waste Management Training. We will contact you via email on the next steps of the programme

In the course of the challenge, I was able to complete an 8-week business management course organized by the Tony Elumelu Foundation in less than 2 weeks. Thanks to my resolve to deliberately shut out distractions and be productive.

Through the extension of my music skills, I learned about the virtue of transferring knowledge across generations.

After visiting a sick colleague, I understood the importance of purposeful rest.

Areas for improvement:

* With primary assignments calling for my attention, there's an urgent need to learn balanced multitasking

*I need to develop my networking skills amidst varying commitments.

*Deliberately scheduling rest without feeling guilty.