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LIMITLESS
AND
THRIVING

**A Practical Guide to
Navigating change,
setbacks and New
Beginnings.**

**Rukayat
Alabi**

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RUKAYAT ALABI



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*To my family, for your love and unending support.
And to every reader who has walked through change,
endured setbacks, and dared to begin again,
May you find in these pages the reminder that
nothing lost is ever wasted, and every new
beginning holds purpose.*

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From the Author's table...

Every page of *Limitless and Thriving* was written from a place of reflection, faith, and lived experience. This book was not created from theory or distant observation, but from seasons of real change, moments when I had to start again, rebuild, and rediscover who I was becoming.

I have walked through transitions that tested my confidence, redefined my purpose, and reshaped my perspective on success. Through it all, I found one truth that continues to guide me: *Change is not the end; it is often the beginning of something greater.*

This book is my way of offering what I have learnt to others walking their own paths of uncertainty, transition, or reinvention. It is both a story and a guide; an honest look at what it means to thrive through life's unexpected turns.

As you read, I invite you to pause, reflect, and apply each lesson to your own journey. You will find that thriving is not reserved for a select few; it is possible for anyone willing to grow through change rather than resist it.

—**Rukayat Alabi**

Author, *Limitless and Thriving: A Practical Guide to Navigating Change, Setbacks and New Beginnings*.

INTRODUCTION

What happens when everything familiar is stripped away? Your home, your career, your comfort zone, and you are forced to start again?

Over the past decade, I've found myself asking this question repeatedly. From managing a school at 16, to choosing the "wrong" department in my first banking job, to restarting my career in a foreign country, to building a six-figure business while raising my children, I've had to navigate change repeatedly. And not the kind that taps you gently on the shoulder. The kind that throws you into uncertainty and demands that you stretch, adapt, and rise.

This book is not just about my story. It is a guide, a mirror, and a companion for professionals and aspiring founders who are navigating the discomfort of change; whether it is moving countries, switching careers, leaving a job to start a business, or adjusting to personal transitions like marriage, parenthood, or failure. It is for those who feel behind, lost, or stuck, yet sense that something greater is possible.

You won't find generic motivation here. I'm not interested in giving you empty platitudes or telling you that everything happens for a reason. Instead, you will find real stories, honest reflections, and practical tools that can help you:

- Rethink failure and rejection!
- Build confidence in uncertain seasons!
- Redefine success on your terms!

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- Navigate new environments with clarity!
- And take action! Even when you do not feel entirely ready.

In these pages, I share how I made bold moves in unfamiliar territory, the strategies that helped me rebuild professionally, and the mindset shifts that transformed my perspective on myself. However, I have also included reflection questions, insights from others, and frameworks that you can apply to your journey, because while our stories are different, the principles of navigating change are universal.

This book is for:

The professional who has relocated and feels lost in a new country, unsure how to translate their experience into opportunities in an unfamiliar job market.

The woman stuck in a career that no longer excites her, who knows she's capable of more but can't quite see the path forward.

The founder trying to build something meaningful in a noisy world, wondering if you're doing enough or moving fast enough.

The parent balancing childcare and career ambitions, feeling torn between being present and being ambitious.

The immigrant starting from scratch despite years of experience, tired of being told you're overqualified or that your credentials don't translate.

The dreamer who refuses to let circumstances define your ceiling.
The doer who's ready to move, even if you haven't got it all figured out yet.

It's for anyone who refuses to let life happen to them. Anyone who chooses to respond with resilience, intention, and purpose.

You are not behind. You are becoming.

Part 1

UNDERSTANDING CHANGE

When Life Changes the Plan

We all have a version of how life is supposed to go. For me, it was clear: I would become a lawyer. From secondary school through to my JAMB forms, everything pointed to a Career in Law. I had the grades, the passion, the conviction. I could already see the courtroom scenes in my head, articulating my case, standing for truth, making my parents proud.

I wasn't just hoping to study Law. I was sure of it.

I'd been in the Art class throughout secondary school, and I was good. Really good. I was consistently the best student in my class. In my senior secondary school, I was always at the top. The only time I got displaced was during a mid-term when someone transferred from another school and managed to edge me out. That moment stung, not because I was competitive (though I was, absolutely), but because it showed me I'd become complacent. I'd

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been so used to being first amongst the people I competed with that I'd stopped pushing myself as hard as I could.

But the third term came around, and I put him back in his place. That's how award ceremonies worked in my school, you see. Even if you were best in the first and second terms, it was the third term results that mattered for the valedictory service. So when the awards were handed out, I was the one standing on that stage.

I wasn't just first overall. I was first in specific subjects, including government, commerce, and Literature. Literature was mine. Nobody even tried to compete with me for it. I was very good at writing; I had always been. I used to write storybooks back then, little stories and play scripts I'd created in my notebooks. And the way literature worked in those days, you had to read entire books and then extract meaning, analyse themes, plot, settings and understand character motivations. It was a critical analysis before I even knew what to call it. It came naturally to me. I never looked at things from the surface. I always went deep, examining different angles, different perspectives. I didn't always have the "right" answer, but I could always see multiple sides of any argument.

That skill, that natural knack for analysis, would serve me well later in life. But at the time, all I knew was that I was good at this, and Law felt like the natural extension of it. Arguments. Analysis. Advocacy. It all made sense.

I completed secondary school and sat for the JAMB exam, scoring well. It was over 320, while the cutoff mark then was nowhere near that high; it was around 200 for most universities. I was comfortably above the requirement. My dad, who always supported me through the admission process, travelled with me to different states for the post-JAMB screenings, believing that any day now, I'd receive my admission letter.

But life had another plan.



About The Author

Rukayat “Ruky” Alabi is a multi-award-winning entrepreneur, speaker, and strategist known for her work at the intersection of career transformation, social mobility, and inclusive innovation. Her journey of resilience and reinvention has inspired thousands across the UK and beyond.

As the Founder and CEO of RKY Careers, Her impactful work has been met with some recognition in the media across the globe, Ruky has been featured in top publications, including Forbes, Business Insider, The Guardian, The Voice UK, and US Times, where her insights on workforce development, entrepreneurship, and digital inclusion have been spotlighted. She is a Forbes Coaches Council member and a regular contributor to thought-leadership conversations on the future of work and diaspora impact.

Ruky has also been recognised with over 10 prestigious awards, including:

- Top 25 changing the face of Education, 2022
- Edtech CEO of the year, 2023
- Top 25 advancing Diversity, Equity and Inclusion in corporate UK, 2024
- Innovative Entrepreneur of the Year, 2024
- Outstanding Mentor and Coach, 2024
- Black Tech Achievement Awards UK Finalist, 2025
- EdTech CEO of the Year, 2024
- Global Recognition Award, 2024

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- Black British Business Awards – Rising Star Entrepreneur Finalist, 2025

A sought-after keynote speaker and panellist, Ruky has spoken at:

- Elevatech Summit, 2025
- Thrive Summit, UK, 2025
- The UK Black Business Show, 2025
- Techsphere Society Conference, 2025
- Limitless Without Borders conference, 2023-2025.
- Africans Unite Conference, Birmingham, 2023
- The Innovation Summit, 2023
- Tech Summit, Manchester, UK, 2022
- Multiple university careers conferences, entrepreneurship forums and women-in-tech panels

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- Events: Join the annual [Limitless Without Borders](#)

Her story is a testament to what's possible when vision meets preparation and when impact is driven by purpose, and not just profit.



About the Book

Change is not an obstacle you need to survive; it is your greatest opportunity to evolve!

Limitless and Thriving is a powerful guide for professionals and founders navigating life's transitions, from career changes to entrepreneurship, new environments, or unexpected detours.

Blending personal storytelling with practical frameworks, Rukayat Alabi shares lessons from her own journey of starting over, building businesses, and finding purpose through change.

Each chapter combines reflection, real-life strategy, and actionable insights designed to help readers embrace disruption, reinvent themselves, and build a life of impact.

Whether you're feeling stuck in your career, starting something new, or seeking direction in uncertain times, Limitless and Thriving offers the mindset, tools, and inspiration to turn your story into strength and your transition into triumph. Don't start your next chapter before you read this book.

About the Author



Rukayat Alabi (Ruky) is a multi-award-winning entrepreneur, speaker, and global voice for resilience, reinvention, and impact. Having navigated multiple life transitions, from relocating across continents to switching careers and building businesses from the ground up, she embodies what it means to thrive through change.

As Founder & CEO of RKY Group, she has empowered over 5,000 professionals and entrepreneurs to upskill, transform their careers, and build sustainable ventures. Her work champions workforce development, technology, entrepreneurship, and social sustainability, grounded in the belief that every limitation can become a launchpad.

Rukayat's impact has been featured across major media platforms in the UK and globally, including Forbes, US Times, The Guardian, and Business Insider. She has been recognised among the Top 25 advancing Diversity, Equity & Inclusion in Corporate UK, and honoured as Innovative Entrepreneur of the Year, EdTech CEO of the Year, Global Recognition Award Winner, Black Tech Achievement Awards Finalist, and Black British Business Awards Finalist.

When she's not building businesses or hosting her Limitless & Thriving podcast, Ruky enjoys family time and mentoring the next generation of changemakers.