

Intro : [00:04](#) Thank you for joining me, Lucy Hutchings Hunt for my podcast Live The Change. My goal is to bring you powerful and authentic conversations from inspiring global business voices, helping to share these fascinating stories about the magic and rewards that heart-led leadership brings fuels my personal mission to support as motivators many fellow business owners and entrepreneurs as possible. Are you ready to get honest, step out of your comfort zone and step into your best heart-led business self? Sure you are. And if you're not ready just yet, keep listening to my guests' inspiring stories about how they personally Live The Change and you soon will be. I'm so excited to bring you a conversation with Annette Anderson. From Miadonna diamonds and The Greener Diamond Foundation.

Lucy HH: [00:53](#) I heard speak her last week at The Brilliant Event, hosted by the amazingly Keri Murphy, who is my business coach, I'm proud to say, and she has an event called the brilliant event in Los Angeles once a year in June, and she gets together some really brilliant female speakers, female business leaders, speakers, and Anne-mieke Anderson was one of them and she's really made my week by saying that she's happy to chat, to me for this podcast, Live The Change and Anne-mieke it really is living the change her story is completely inspirational. She didn't just start a business. She started an industry and I can't wait for you guys to hear our conversation, so let's get started. Hello Anna-Mieke Well thank you so much for joining me. I'm so excited to have you here. This is the second time that we've connected in the last. What week is it?

Anna Mieke-A: [01:44](#) Yes, I believe it was a little over a week. Yeah.

Speaker 2: [01:47](#) Oh my God. That was such a great event. I was buzzing from that for so long.

Speaker 3: [01:53](#) good. Yeah. I was only planning to be there for the time I was speaking, but I came for the whole three day event and I was actually really impressed about the event. Very good.

Speaker 2: [02:02](#) There's something very powerful about being in a room with like minded women and that sort of energy. It's really infectious, isn't it

Speaker 3: [02:10](#) really good. In my industry, I pretty much sit around with men in suits all day long, so it was so lovely to be in a room full of women. Yeah.

Speaker 2: [02:20](#) So let's backtrack because I want to introduce first of all, where are you calling from so we can position you geographically.

Speaker 3: [02:28](#) I'm in Portland, Oregon,

Speaker 2: [02:30](#) Which is America. Right. Could be quite confusing for some people because you sound Australian.

Speaker 3: [02:36](#) Yes. So my cousin called me a Mutt the other day because I have lived everywhere.

Speaker 2: [02:44](#) And have you actually lived in Africa?

Speaker 3: [02:47](#) No, I haven't lived in Africa. I just go there to visit and I've only ever been there for my foundation. So yeah, I've only gone over there to visit a chunk for the time to check on the left bombs and projects that we're doing.

Speaker 2: [02:58](#) Okay. So just so everyone knows, you will Anamika Anderson and your business is Mia. Donna diamonds, is that right? Is it Madonna? Diamonds will just be a donna. And you are the founder. CEO? Yes. What else would you call someone who's created something from scratch? Oh, what was that?

Speaker 3: [03:22](#) I'm more of a social entrepreneur because I have a business. It's for profit, but the for profit funds the non profit.

Speaker 2: [03:29](#) Yeah. I liked the concept of a social entrepreneur, but it's not just about marketing your business on social media or is it?

Speaker 3: [03:37](#) It's a bigger mission involved. Bigger picture. Correct.

Speaker 2: [03:40](#) So I feel really lucky to be having you talking to us today because I heard you speak last week. It literally blew my socks off with your story. We haven't had as long as we had last week, you know, because it was a really amazing interview and you went into so much depth about your personal journey to business success, but do you want to give us a little synopsis? Maybe we should turn where you are now and then backtrack.

Speaker 3: [04:04](#) Tell me to be quiet when I've spoken too much. But again, my name is enemy can send an I am the CEO and founder of [inaudible] and company. I'm also a very dedicated mother and philanthropist and so I actually started me a Donna back in 2005 when I had found out I had most likely purchased a conflict diamond. My father was actually visiting me here in America from Australia and I had a diamond engagement ring and he

said, you know what, what is your diamond come from? And I said, okay, do you have to local jewelry store? And he said, no, before it got to the jewelry store. Where did it come from? When? That was the first time that I've ever actually thought of my diamonds beyond the jewelry store. I was actually quite disappointed in myself that I hadn't done due diligence and finding out where my products come from. So I started doing research and I just uncovered a living nightmare about what I had contributed to unintentionally contributed to by buying this product and being a mother myself with two small kids, I couldn't believe it. It was such a shock. It was us. It was the women. The sisters, the wives, the women that spent a whole life protecting children by buying this product, I'd unintentionally hurt a whole generation of children. So the first thing I did was I took off my diamond race. So you know what? I don't want any part of this.

Speaker 2: [05:23](#) It was a conflict. Diamonds. What did you do to ascertain that? How did you reveal that to yourself?

Speaker 3: [05:30](#) I backtracked, so first I had to go to my certificate. All done. It's come with certificates and if you notice that the bottom of your certificate and then not all certificates have this, but it has an origin, but it says assumed origin and then it was left blank, so then I went back to the jewelry store and ask them questions like, okay, where does it come from? You'd left this part blank and they're all about selling diamonds. They're diamonds seemed to magically appear in this doors and so they had no recollection of where the diamonds came from and then they try and cover it up with the Kimberly Process. Don't worry, all that diamonds are certified by the Kimberly Process. That's a whole other story,

Speaker 2: [06:08](#) is an international certification

Speaker 3: [06:11](#) game to try and prevent conflict diamonds from hitting international diamond market. However, it has just been proven time and time again that there's too many loopholes and it just doesn't work. It's actually worked better, I feel as a marketing campaign for diamond retailers to sell more diamonds to the diamond.

Speaker 2: [06:32](#) Yeah. It was a conflict diamond and it changed your life.

Speaker 3: [06:37](#) Early. One nine diamonds can be traced back to the original origin and time in which I purchased it. They would extreme civil wars in Africa, which is about 60 percent of the world's diamonds come from Africa. So it was a good assumption. I

mean, I don't know why. I actually don't have any exact location of where my diamond came from, but given the time and circumstances, that mostly was mind on some form of conflict.

Speaker 2: [07:00](#)

Yeah. Okay. And that made me pretty well.

Speaker 3: [07:06](#)

Yeah. Well it went further than that for me. So then I started sponsoring a little boy in a dime mining community, actually in Liberia, Africa, which is west Africa, just below Sierra Leone, and it was so cosmic that allied Scott connected in this way. So we started exchanging letters and it was fantastic because I got such a role, look at what it was like this little boy to grow up in these conditions. It wasn't filtered by the media or and adult. It was pure raw information through the eyes of a seven year old boy and one time he wrote to me and said I had a great summer because only one of my friends was killed. And it was those words that took this from just an interest to me actually being an activist and starting the whole evolution of the lab grown diamond industry. I was actually pregnant at the time and I was put on bedrest and I was on bed rest for about five months total. So that's all I did for five months. I just researched this, how can I help? How can I spend some more children like this little boy. That was really how innocent than me a have business plan was.

Speaker 2: [08:10](#)

You weren't feeling particularly entrepreneurial at the time. Can I ask what did you do before you set up? Miadonna

Speaker 3: [08:15](#)

I was a model and then turned makeup artist, high fashion makeup artist. No educations field at all.

Speaker 2: [08:24](#)

On bedrest. And you engaged with this boy that you were sponsoring? Yeah, he just had a little bit of money per month. Did you find the charity because it helps children who were affected by collaboratively? Not.

Speaker 3: [08:36](#)

No. You know what I actually did when I contacted the company, I basically just said the child who needs me the most, and that's why I'm saying it was so cosmic that I got this little boy in Liberia, Africa and we're still friends today and now he's just finished college and he actually works in my foundation, the greener diamond to help more children,

Speaker 2: [08:54](#)

so that's kind of a. So

Speaker 3: [08:56](#)

it has a very happy. This system did work in the end. It's taken 12 years, but we've come a long way and it's working.

- Speaker 2: [09:03](#) Yeah. Oh my goodness. I got. Just blows me away that this is 12 years later, he's still in your life and now he's working for you in your foundation. Yeah.
- Speaker 3: [09:13](#) Yup. And going to college. Exactly. So it's a great story. I mean, I'm so proud of what we've been able to accomplish, but back then my goal was to me it dollar to sell conflict free jewelry and conflict free diamonds and so that led me on a whole not the mission to find a conflict. Free diamonds. Yeah. I soon found out that there's no such thing as a conflict free diamonds if it comes out of the earth when you consider the environmental destruction, which there is no international regulations that people need to follow for the environment. And then the humanitarian destruction from mining diamonds is absolutely horrific stuff. Nightmares are made from. It really is. And so then I turned to science, I need. NASA was creating diamond to coat the Hubble with because it's heat resistant and Ferrari recreating diamond. All these companies were creating diamond for more industrial purposes. That's when my whole process went, well, why can't we get this into gem quality? So that's when I started working with scientists in the USA to create a diamond that's made in a lab. These diamonds are real diamonds were just mimicking the natural growing process of what happens in the earth in a modern day lab environment.
- Speaker 2: [10:19](#) Could you see that might be a commercial opportunity in your mind worrying or were you just kind of intrigued and you were like, well, hang on a sec, why hasn't someone done this? I want to explore that and I'm going to keep exploring.
- Speaker 3: [10:32](#) Yeah, it was just purely a conflict free diamonds. That's all I was looking for. I knew I would sell it so then I would be able to sponsor more children, but I had no foresight of where it would be, where it is today. I didn't realize how well it would connect with other people and that this would be a whole new industry. I didn't even think that far ahead.
- Speaker 2: [10:53](#) So the diamonds that we're creating to coat the Hubble, etc. That was diamond, but have a different variety because I'd already.
- Speaker 3: [11:01](#) Yeah. So basically we're crysTallizing carbon, but when you use it for industrial purposes, you only need a thin layer of it and you can infuse it to other materials which makes it pretty much indestructible.
- Speaker 2: [11:14](#) Okay.

- Speaker 3: [11:15](#) But getting it in gem quality was really where the science was because originally the bigger the diamond got, the more layers of diamond, the yellow of the diamond god. And so back in 2006, we can only grow diamonds to about a quarter of a carat and now a yellow in color. And so that's really not going to make anyone want to switch over from an earth mined diamond to a lab grown diamonds. So the more technology we did in the years went on. Now just in 2016 madonna, scientists disagree. The largest colorless diamond in the usa at six point two eight carats.
- Speaker 2: [11:47](#) Wow. It's
- Speaker 3: [11:48](#) been a long road, but now the diamonds that we're creating in a lab are actually far that fit than anything will ever get out of the earth.
- Speaker 2: [11:55](#) You're saying they are diamonds. How can a diamond that's going in the lab be the same quality? How can it be a diamond? Sorry to be ignorant. I just don't.
- Speaker 3: [12:04](#) It's hard to wrap your head around it. The easiest way I find to describe it is that, okay, it's kind of like making ice in your freezer. We have this control modern day environment which simulates the same environment in which ice forms on a glacier, but we are freezing h, two o in our monday freeze up versus what getting frozen h two o from glacier. They both chemically, physically optically identical, yet they're just made In a different environment. So we, I just crystallizing carbon in our modern day environment. We call it a cbd chamber which mimics exactly what's happening in the earth, um, to create diamonds. And I mean in the chamber we are just putting together the conditions in which a diamond growth but really nature takes it from there. So when we open up the chamber we don't actually know exactly what we're going to get. It's nature that's taken, You know, taking its time and created crystallized carbon.
- Speaker 2: [12:59](#) It is fascinating. Were you before you started this?
- Speaker 3: [13:04](#) Not at all. I tend to go down the Science route if I know how something works, you know, I, I learned foster if I know how something works, so I naturally do go down that road. but no, no science background at all.
- Speaker 2: [13:17](#) Okay. How did you get from, I want to explore how to create a lab grown diamonds to actually making that happen. I mean that's quite a big step isn't it? And then being able to create one

that's an amazing characters and then you could sell it to other people. yeah.

Speaker 3: [13:33](#) I laugh at it now because I mean I was just so driven and had blinders on just with my mission because I knew it would happen and so I started, me and donna before I had the product. Really. I started a business before I had the correct product. Like I said, back in 2016, we had a quarter of a karat yellow in color made in the lab and I knew no one would want that. So then I worked with other scientists to create a hybrid style and it has a poor crystal center so it's not carbon at all. But then we infuse the carbon on the layer so they look stunning because what you're seeing is diamond, however, the knob is hard as a diamond because the center is not diamond. And so that was kind of my place holder while we worked on the full crystallized carbon lab, grown diamonds, the technology for that. That's kinda how I worked it out. But now I lab grown diamonds, as I said before, a better now than anything. We'll get out of the earth and now we're slowing down with a hybrid sales and moving everything over to the diamond.

Speaker 2: [14:34](#) It's fascinating that you had the vision for the business. You could see it. You haven't even got the ingredients to make it work, but your mind's. I envisaged it. So you just have.

Speaker 3: [14:50](#) I'm doing that too. I'm building. So our next farm in Liberia, africa is this huge training center. It's going to be 10 acres and it's going to. when people come to us and actually stay there and train on how to grow food because the worst thing that's happened during all the civil wars and they've lost the trade on how to grow food, which is devastating because then they're relying on aid or diamond mining to eight, but you know what the film is opening in march of next year and I haven't fully funded yet, but I'm feeling as if I have all the funding because I know it will come and I think to myself, what are you doing? We don't have to fund that. You can't go down the road. And then I sit, you know, talk back to myself and say, no, we've been here before. We know it will come. Just keep going.

Speaker 2: [15:31](#) I think that's such a profound thing that you just said, hmm. It's something that I really live by as well and I think it's so easy to be limited by the fear of failure and the fear of. But I couldn't possibly do that. Those limiting beliefs. But when you think, what can I do if I thought anything was possible and then you just set out and make it happen, you are the living, breathing truth about the fact that you can create something out of nothing with the belief that anything is possible and that is so inspiring. There must be millions out there and I really hope

people listen to this and they think about what it is that could be their possible and just go, do you know what? Create the vision, put it out there, put it out to the universe and assuming it's something that the universe needs and wants and we'll welcome, you know, the plan will just open up. The pathway will present itself and the road will rise to meet you. and I just think I love the madonna story because it's just a really solid example of that. The fact that anything is possible. You just put one foot in front of the other and it will happen

Speaker 3: [16:34](#) one foot in front of the other I think is really important. Sometimes when you look at the big picture, it gets very intimidating. And I find when you're a little overwhelmed and intimidated, we tend to shut down. Well, they just look at things as just little bite size, little bits. Then it stopped opening up more and more and more and more, and then you'll look back and think, wow, I did it, but it wasn't so overwhelming because there were just little bits at a time.

Speaker 2: [16:58](#) There's a great book actually that I read a few years ago and I recommend it to all my coaching clients. It's called the slight edge by a guy called jeff and he says exactly that. The people that have these really kind of big sustainably successful careers and businesses, they didn't happen overnight. It never happened overnight. The things that happen overnight or not sustainable, and they normally only last that flashes in the pan, but things that are sustainably successful tends to happen incrementally and there were a result of work that is just put in slowly but surely and consistently and persistently. And I think what you're saying marries up completely with that. And that's my experience too. How did you fund this business? Because I think a lot of women. Yeah, put off going into business or growing the businesses and seeing what's possible because of the money side of things, because we tend to be more risk averse. We want make sure that

Speaker 3: [17:50](#) our children get fed mortgages. How did you deal with that kind of fearful issue? I mean, as women, we do want to take care of everyone and so times we put that first and say, well I can't do that because I've got obligations, but I started. Yeah, incredibly. I mean I come from an incredibly humble background. I grew up in foster care. I came to America when I was 20. Absolutely no money. No, I'm just kind of being a bit of a wanderer and so I doubted me a donut off with \$500. Absolutely no education, no support from a spouse or a parent or anything like that. And a lot of people try and downplay what I've done by saying I must have been born into the diamond industry. I must have a large

funding behind me. Yeah, but that cOuldn't be further from the truth.

- Speaker 3: [18:40](#) Actually started this with nothing and kinda like you. I Bootstrapped it for a very long time. It was just, I made the money, I put it straight back in the business, made the money straight back in the business and some months, you know, it was really, really ties, but we made it and we got through and it was a little scary there for a couple of years. But then more doors open up and then it gets easier because you've proven yourself. Um, then more people are willing to work with you. So it is hard today, but you've got to think that every day will just get better and better and better.
- Speaker 2: [19:11](#) Did you have to go and get external investments at any point? Do you have shareholders?
- Speaker 3: [19:15](#) No, I'm still 100 percent owner and we've never received financing.
- Speaker 2: [19:19](#) That's amazing. Although it might not be so well known in the uk, it's really well known in the states. Then you'll products absolutely beautiful. I mean, I'm looking at it thinking why does everybody know about this? I'm coming to the uk. It's okay, I'll get there. I'm coming for you. And the interesting thing is the price point as well. If you were to take one of these diamonds too, a jeweler, would they be able to tell the difference between your diamonds and one that had been mined from the ground?
- Speaker 3: [19:48](#) Absolutely not. There's no difference. We do voluntarily inscribed on the girdle lab girl in with the serial number, only because we're proud that these elaborate on. We did not want them mixed them with earth mine diamonds because we represent a whole new greener industry and so that's the only way that they'd be able to tell. We're also pricing them up to 40 percent less than earth mined diamonds because earth mine diamonds can touch up to about 20 different hands from the mine to the consumer and everyone's taking it a little part of that. That's why diamonds is so ridiculously overpriced, but my diamonds are from my lab to my consumer. There's no middle man so we can price them less, which is great. I mean in this day and age, consumers are looking for so much more value in their products. I just don't mean a monetary value, but value and ethics. So millennials actually loving black girl and diamonds
- Speaker 2: [20:40](#) invite him at a sensible price, which means you can buy more, more bling. Tell me a little bit about your competitors because

when you started, clearly there were no competitors. What's the landscape like now in the industry?

- Speaker 3: [20:58](#) I want to say in the past two years it's become incredibly competitive. I do have the advantage of being here a decade before anyone else. However, why could this competitive? Because I see that the lab grown diamond is simply the evolution of the diamond. I mean products and industries a fold once we know how to do things better. So I always wanted this to become mainstream. So I welcome the competitors and I don't really see them as competitive. As you know, we're all in this together and we're all reaching for a greener diamond industry.
- Speaker 2: [21:33](#) Female approach to that question or answer in the sense that if you tell me about your experiences with the existing diamonds companies that maybe live with beer.
- Speaker 3: [21:52](#) I mean there were many obstacles coming into this industry. I mean, as a woman, you know it coming into the boy's club of the diamond industry. At the beginning it was just, you know, they would laugh it off. Absolutely. I mean, so she's a single mom and you have a woman like, you know, definitely not a threat. Then I started to become a threat because I wasn't going anywhere where they thought this would just be some kind of flash in the pan, so that's when they started to take legal action against me and they were trying to sue me for a lot of different things. Terminology was the main one. They didn't like how we were marketing lab grown diamonds. The earth mined diamond industry is roots run real dates, so they had a lot of connections with ftc and the iso to create different rules in which we had to abide by.
- Speaker 3: [22:35](#) We're obviously trying to, okay, discredit lab grown diamonds, so that was very difficult, but what I realized too in the end is they were just creating so much noise. All the legal side of things. I forgot about the consumer. And so as I turned around with, they're trying everything to intimidate me and scare me and make me stop this, how can I turn this into a positive? So it was fine. But if you look at something with fear, you see an obstacle, but if you look at something, you know with a positive mind frame, you'll see opportunities. So how can I turn this around as an opportunity? So that's when I started talking to the consumer a lot more and just telling them what was going on and being open and honest and this is what's happening in this industry that really helped me. But then they started to ostracize me and I wasn't allowed to attend events or I wasn't allowed to design competitions and I was really ostracized from

the industry. That was hard. But now consumers have made their choice.

Speaker 2: [23:30](#) It's a bit like, you're not going to be an ongoing. So we've tried to submission, but now we're just going to shut the door in your face and tell her.

Speaker 3: [23:38](#) Oh, absolutely. Yeah. No, I don't mind talking about de beers. They are a bully. I mean, they're a monopoly and they've been sued and time again for antitrust violations. They haven't been allowed to sell it in America. I think it was like 50 years until they paid \$300,000,000 to be able to sell again, but something that just recently happened just a couple of weeks ago is two beers. They're actually now selling lab grown diamonds. Can't beat them. Join them kind of thing. And what kind of. I don't know if I find this funny or if it's just annoying that they have placed their new lab to grow lab grown diamonds just up the street from me in portland, Oregon, which is very, very ironic. So it's an interesting time. Interesting time.

Speaker 2: [24:23](#) Wow. Okay. Well I'm, I'm really proud of you that you weather the storm and stood up to the bullies and that you're flourishing in spite of them. And I think that's a really good lesson for everybody to learn because it's really easy to feel like, you know, and I actually wrote a blog post on this not long ago, but on how it's so easy to just be knocked off your stride by people who basically trolls or you do going on with them. With debeers it's different. But when you're running a smaller business, it's easy to post something on social media and someone says somethinG mean to you or melissa, you know, it can be so easy to let that stop you from doing. Oh, I Agree.

Speaker 3: [25:09](#) I found that it was exactly what you talked about before about having a woman's point of view when we were talking about there really isn't a competition. We're all in this together. But when I finally embraced myself as a woman and a woman leader and I do things differently from men, that was really when my business and my personal life flourished because it's the only woman leader in this industry. And again, they were bullying and belittling. But I can't tell you how many times I was told, you know, don't be so sensitive, don't be so emotionally attached to the kids in africa. You can't make a business decision on a gut instinct and that makes you feel very fearful to like, wow, I'm not doing it right. Maybe I need to be more masculine. And it was the time that I stood up and said, hang on a minute. No, this is not me. I'm going to run this as a female because we have the compassionate gender and we definitely do things differently. That is when everything started to flourish

for me, I was being this artificial version of anamika, but I thought everyone wanted me to be and it was all based on fear and it was exhausting

Speaker 2: [26:17](#) because actually when you hear really successful people talk and we've heard a lot of them because we were at the same conference last week. The common thread that echoes sort of inspirational story is be your authentic self. There is no point in trying to pretend that you are someone else or that you have other qualities. And it's almost like the minute that you do exactly what you said, embrace your authentic self, everything just starts to fall into place and it's easy and you get into flow and you're not fighting anymore.

Speaker 3: [26:45](#) Exactly. and not fighting against yourself too, because you always have that initial and so you know, and but then that doubting thomas and the other voice comes in and says, no, that's not right. That's not right. Then you second guess yourself, but when you can trust that first instinct an answer to an issue or whatever it is, that's really where I think things start changing because you are strong. Your solid now.

Speaker 2: [27:08](#) What do you think for you, what was the tipping point where you were able to go, do you know what? I am going to trust my instincts? How did you get to that point from being self doubts and anxious to being, you know, our belief in what I believe in and I'm going to stick with that. How did you get the.

Speaker 3: [27:26](#) Well, yeah, that's an interesting question. So I spent about three years in and out of court trying to get divorced. It was a really hard time in my life basically when I had saved \$25,000 from my first farm, but it was the time of the recession in the usa when it was tough. Oh, I was just about to give away this money and my now husband did not like that and pretty much gave me an ultimatum that if I sent the money on marriage was over, which was an awful position to be in. It all comes back to these children. That's everything I do. I'm an advocate. The diamond mine is and I'm an advocate for diamond consumers and I knew in my heart of hearts that I had to stand up for these children. Again, like I said, I actually was raised in foster care and I felt very good, ultimately abandoned as a child and so I knew how these children were feeling and I had to stand out for them.

Speaker 3: [28:20](#) So the next day I went and transfer \$25,000 and then to this little town in in africa and that's when shit got real life. So yeah, I spent three years in and out of court. I didn't know if I wAs going to have my children right. My assets were frozen for 10 months, like it was an absolute awful time. Now I look back on

that time and it was an absolute gift because that's when I actually found my authentic self. It's when you're at rock bottom, it's like I keep making the same choices. No one forced me to be here, so how do I make different choices and that's how it came about and it wasn't until 2013 I was awarded full custody of my children and full ownership of me and donna, although my ex husband got every single penny I had and every single penny on heavy used to come, but what I had, I had everything I wanted. It was my children, my business, and I gained a whole new set of standards.

Speaker 2: [29:15](#) Yeah. I'm so glad. I'm so glad because interestingly what you're doing is you're being true to yourself. What you do by doing that is you inspire others and you're helping thousands of other people to step into their authentic selves because it's not just about you. You put your big why which is trying to bring an end to the conflict diamond mining industry, helping these children that are suffered at the hands of the conflict, dining, mining industry. I mean I'm putting words into your mouth here, but as I understand it, why and put that first and it's almost like the other stuff is kind of just pull it into place because you've had that purpose. You've had that calling and direct.

Speaker 3: [30:04](#) I found my own voice by learning to be a voice to someone else and so through this I've inspired other people, but they've also very much inspired me.

Speaker 2: [30:15](#) Yeah, it's great. It's just I genuinely. I was so moved when I heard you speak last week. It was such a profound wheat because it was just great speaker after speaker and I'm so grateful. They really love. You know, I'm really grateful that you have spent the time to talk to you are living the change and I think what we try and do on this podcast is interviewing business leaders who are really embracing and living the change in their daily existence and I think it comes back to that common denominator is those that are stepping into their authentic selves and are able to inspire others and I'm putting this kind of putting that big wide which is always almost always about other people at the center of their daily service as it were through business and you are absolutely a shining example of that. So if we wanted to find out, obviously I think a lot of listeners to this podcast will be uk based, although I'm hoping we have lots of international fans too, but bearing in mind the sort of demographic where and how do we access your products and I'll be able to buy them.

Speaker 3: [31:23](#) How does that. We sell to all the time. We are about 90 percent web based. We have a showroom here in the usa but we can

ship globally so it's at [inaudible] dot com. All our jewelry is made with recycled metal and we make everything in the usa and st without diamonds.

- Speaker 2: [31:41](#) Social media as well.
- Speaker 3: [31:43](#) Correct. Just my name. Anamika edison. Okay. Yeah. All the popular social medias. Yeah, and the green a diamond. Granted we didn't really touch on that. The green of diamond is my charity foundation to five percent of everything we sell at me and donna goes directly to our foundation. Actually last year we donated 22 percent
- Speaker 2: [32:01](#) and this young man who you sponsored when he was nine in Liberia, is that right?
- Speaker 3: [32:08](#) Helping in Liberia. We have done projects in Sierra Leone and Liberia with this new training center. Everything we've learned in the past 10 years that works and what doesn't work were rolling into this training center and this is hopefully going to be a pilot that we can bring to other countries,
- Speaker 2: [32:26](#) baby, that you've grown up to the last 10 years. It's this inspirational businesses, created a new industry and now you've got this new big why, which is the queen of diamonds. That is a charitable foundation that's really gonna reach a lot more and take the message even further.
- Speaker 3: [32:41](#) correct. Yeah. It's a system they worked together. Can't have one without the other
- Speaker 2: [32:45](#) because new stocking you. I'm just, I'm just absolutely inspired and blown away by what you're achieving. I know that the world is a better place for what you're doing, so thank you. So thanks. Appreciate your time and your interest in this. Oh no, I just, I want to share this message, you know, really wide and loud because it is seriously inspiring and I want more people to be honest. I knew about the conflict diamonds industry because I've seen the film blood diamond with you know, what's his name? Leonardo dicaprio. so I obviously had heard about it and I also heard about that case with, with naomi campbell, but you idea how deep this problem until you shared that with us.
- Speaker 3: [33:27](#) Still does. Unfortunately. ANd what happened with the blood diamond movie, it was fantastic because it did reach the mass public to present the issue, but there was no solution. So diamond sales actually increased that year because it was just

advertising for diamonds really, and putting diamonds on the mind for everyone, but now me and donna is is the solution to that issue?

Speaker 2: [33:48](#) Yes. We've got a solution. I love that and I think that's often what women bring to business. Then I was like, hang on a sec. There's a problem here. We need a solution for it and let's just make it happen because we're going to do it and I'm. Oh, amazing. So grateful for the time and I'm going to go me and donna dot cullum and greener diamond and stay in touch with you on social media. So good luck with everything and thank you so much for your time. Okay. Thank you lisa. I appreciate your time. Bye.

Speaker 1: [34:20](#) I really hope you enjoyed listening to this episode of my podcast. If you did, I'd be so grateful to you for emailing or texting and link to the show for sharing it on social media with those, you know, who Might like it to. My mission is to share hot lead business experience, strength and hope with as many people as possible. I'm proud to be building a sharing, caring and service focused business movement that I'm so glad you're here to be part of. If you haven't done so already helped me build by following me on social@lucyhutchingshuntorbygettingonmylistatlucyhutchingshunt.com. And remember we rise by lifting and being of service to others and by finding our own unique and personally fulfilling ways to Live The Change. Till next time.