

teresa kay-aba kennedy

Power Living Enterprises, Inc.

helping you to claim your power

Teresa Kay-Aba Kennedy is your quintessential Type A personality. She's extremely driven, a workaholic, and has been amazingly successful at every endeavor she's undertaken. Kennedy entered the prestigious Wellesley College at the age of 16, received an MBA from Harvard Business School at 22, and was the vice president of business affairs at MTV Networks at the age of 27, brokering multi-million dollar deals that helped her to garner earnings in the top 1% of the country. Then suddenly, she was forced to reconsider her path. "About 1997, I was doing all of these deals, traveling, not eating right or sleeping. My family knew they could reach me at my office at 1:30 in the morning," the former executive explains. "My body just said, 'Slow down.'"

A strict vegetarian and self-described "poster child for health" who'd never had any serious illness, Kennedy was hospitalized with an ulcerated digestive system. "My body just couldn't keep up with my mind," the Ghana-born Kennedy says, "and it was probably the best thing that could have happened. My mind started to shift and I realized [that my life] was not quite balanced."

Kennedy, who grew up in a holistic household, founded Ta Life, a non-profit organization that promotes

her Board Of Directors). "She said, 'Ok, this is more balanced, but it still doesn't represent all of who you are,' and that kept bugging me. Then last year, it finally came to me; Power Living."

Power Living is a lifestyle consulting company that encompasses everything from health and wellness, to achieving personal goals, to dealing with relationships. "It's about healthy and successful living, and it blends all of my business background with lifestyle," she says. Kennedy offers individual and group counseling sessions, including working with stressed out executives much like she used to be. She's now making the transition full-circle to come back to working with media in expanding Power Living as a lifestyle brand, including syndicating her Power Living column, developing a television show, creating a meditation CD, and writing a book. There are also t-shirts, affirmation cards, and other products available through the Power Living website (www.power-living.com).

"The whole experience of being at MTV, being in the hospital, making the transformation from corporate executive to entrepreneur...all of that prepared me for

healthy and positive living to underserved urban communities. The company was adopted as part of Bill Clinton's Small Business Initiative. Kennedy still felt that there was more to do, and she was getting the same message from her mother (and member of



what I'm doing now with Power Living," Kennedy muses. "I absolutely feel this is what I'm meant to do."

-naima cochrane

For more information on Power Living and Ta Life, visit www.power-life.com or go to www.ta-life.com.

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