

SPECIAL EDITION, ISSUE 49

arise

AFRICA MAGAZINE

**A LIFE DIRECTED BY
FOCUS: HON. PRINCESS
KASUNE.**

**A MODEL OF
SUCCESS BUILT ON
FOCUS.**

THE RISE OF SARAH MAKO

A STORY OF COURAGE, VISION, AND
RELENTLESS EXECUTION.



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THE RISE OF SARAH MAKO

CONTENTS

- 04 INTRODUCTORY NOTE.
- 05 THE POWER OF FOCUS: THE ART OF THE DEEP DIVE.
- 07 ARISE QUOTE.
- 08 HOW TO IMPACT YOUR COMMUNITY.
- 09 THE RISE OF SARAH MAKO.
- 12 FROM HOME TO EMPIRE: THE BLUEPRINT FOR STARTING SMALL AND SCALING BIG.
- 13 MISTER AFRICA 2025: A GENERATION DEFINED BY FOCUS.
- 14 THE COST OF DISTRACTION: TWO LIVES. ONE CHOICE.
- 15 THE TWO SEEDS.
- 16 A LIFE DIRECTED BY FOCUS: HON.PRINCESS KASUNE.

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Dear Young Visionaries,

There are moments in time when a single idea demands our full attention when a principle rises above the noise and calls us back to what truly matters. This special edition of Arise Africa Magazine is born from one such principle: focus.

In a world that constantly competes for our attention, focus has become both rare and powerful. It is the quiet force behind excellence, the discipline behind mastery, and the unseen driver of every meaningful achievement. This edition is a call to pause, to realign, and to return to the kind of deep, intentional living that produces real impact.

At Arise Africa, we believe that stories shape mindsets, and mindsets shape nations. That is why this edition goes beyond inspiration it presents a model. A model of individuals who have chosen depth over distraction, clarity over noise, and purpose over convenience.

At the heart of this edition is a remarkable feature on Sarah Mako a woman whose journey reflects the very essence of focused living. Her story is not just one of success, but of discipline, vision, and the unwavering commitment to build with intention. Through her, we see what becomes possible when attention is directed with precision and sustained over time.

This edition is more than pages of content it is a mindset shift. It is an invitation to rethink how you spend your time, where you invest your energy, and what you choose to prioritize. Because in the end, your life will always move in the direction of your focus.

As you turn these pages, we invite you to go deeper. To think more clearly. To act more intentionally. And to rise not by doing more, but by focusing on what truly matters.

This is your moment to refocus. Welcome to The Power of Focus.

*David Ntalasha Chisha
Inspiring a Generation to Rise*

THE POWER OF FOCUS

THE ART OF THE DEEP DIVE

Success is rarely loud at the beginning. It does not announce itself with noise, applause, or instant recognition. Instead, it is forged quietly, in moments of deep concentration, in hours of unseen effort, and in the discipline to stay committed when distraction is easier. Studies show that one distraction can cost you up to 23 minutes of deep focus, meaning a distracted day is not just busy, it is broken. In a world that celebrates speed and constant activity, the true architects of success understand something different: greatness is not built on scattered energy, but on sustained focus. While many chase everything at once, the few who rise learn to go deep, to stay present, and to master the art of giving their full attention to what truly matters. This is the difference between motion and progress, between effort and impact, between ordinary results and extraordinary outcomes.

ATTENTION: THE CURRENCY OF ACHIEVEMENT

The first pillar of this model is understanding the true value of attention. Attention is not just a mental resource; it is the foundation of all achievement. Every goal, every idea, every vision requires focused energy to become reality. Yet, in today's world, attention is constantly under attack. Notifications, social media, and endless streams of information pull the mind in multiple directions, weakening its ability to concentrate. What many fail to realize is that every distraction comes at a cost. When focus is broken, momentum is lost, and the mind must work to rebuild the depth it once had. Those who succeed are not necessarily those with more time, but those who protect their attention with intention. They treat focus as an asset, not an accident.

THE DISCIPLINE OF DEEP WORK

The second pillar is the discipline of deep work. High achievers do not rely on bursts of motivation or fragmented effort. They commit to periods of uninterrupted concentration where their full cognitive ability is directed toward a single task. In these moments, the mind operates at its highest level; solving complex problems, creating value, and producing results that cannot be achieved through shallow effort. This depth is what separates average performance from mastery. While others are caught in cycles of reacting and responding, those who embrace deep work are building, refining, and advancing. They understand that true progress requires immersion, and they create space for it consistently.

MASTERY THROUGH CONSISTENCY

The third pillar is the power of mastery through consistency. Success is not built in a single moment of brilliance, but in repeated acts of focused effort. When attention is directed toward one skill or goal over time, the brain adapts, strengthens, and becomes more efficient. This is how expertise is developed. It is not through doing many things at once, but through doing one thing well, repeatedly, and with intention. The focused individual compounds their growth daily, while the distracted individual resets their progress with every interruption. Over time, this difference becomes undeniable. One builds depth, the other remains scattered.



THE POWER OF FLOW

The fourth pillar is the ability to enter and sustain flow. There is a state where performance becomes effortless, where creativity expands, and where time seems to fade into the background. This is the state of flow, and it is only accessible through complete focus. It cannot exist alongside distraction. It requires full presence, a clear objective, and uninterrupted attention. Those who operate in this state consistently produce at a higher level, not because they work harder, but because they work with greater alignment and clarity. Flow is not luck; it is the natural outcome of disciplined focus.

CLARITY, CONTROL, AND MENTAL STRENGTH

The fifth pillar is clarity and mental control. A distracted mind is often an anxious mind, filled with unfinished tasks and competing priorities. Focus brings order to this chaos. By committing to one task at a time and seeing it through to completion, the mind begins to quiet. Clarity replaces overwhelm, and confidence replaces uncertainty. This mental discipline does not just improve productivity; it transforms how one experiences work and life. It creates a sense of control, direction, and purpose that cannot be achieved through constant distraction.

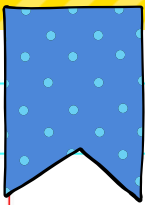
THE IDENTITY OF THE FOCUSED INDIVIDUAL

At the highest level, focus becomes more than a habit, it becomes an identity. It is the defining trait of those who build, lead, and create lasting impact. As Bruce Lee powerfully stated, "The successful warrior is the average man, with laser-like focus." This truth remains timeless. Success is not reserved for a select few; it is available to those who choose to direct their energy with precision and consistency.

In the end, the model is clear. Protect your attention. Commit to depth. Build mastery through repetition. Create conditions for flow. And cultivate clarity through completion. These are not complex strategies, but they require discipline, discipline that most are unwilling to maintain. But for those who do, the rewards are undeniable. Because when focus becomes your foundation, success is no longer uncertain, it becomes inevitable.



**“GREATNESS
DEMANDS
ATTENTION, AND
FOCUS DECIDES
WHERE THAT
ATTENTION LIVES.”**



How to Impact your Community

01 Identify a Community Challenge

Look around you. What are the pressing issues affecting your neighbors, friends, and families? List every challenge you see; poor sanitation, lack of youth programs, environmental concerns, or education gaps and choose one that resonates most deeply. This is your starting point. Register this challenge with a local organization or initiative, like Arise Magazine, to gain guidance and support.



Build Your Dream Team

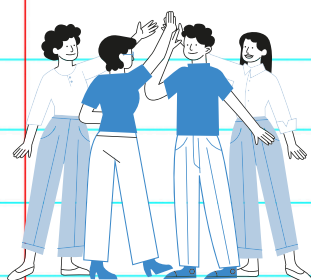
02

No change happens alone. Gather a small, committed group of 8–12 people who share your passion and vision. Meet regularly to brainstorm, plan, and develop creative solutions. Collaboration multiplies impact, and together you can create ideas bigger than any one person could achieve. Reach out to Arise Magazine for tools, resources, and mentorship to equip your group.



03 Advocate and Activate Change

Now it's time to act. Implement your plan, mobilize your community, and lead by example. Share your vision widely through social media, community events, and local networks to inspire others to join. Don't forget to approach leaders and influencers in your area; advocacy ensures your solution reaches the people who can help institutionalize lasting change.



Reflect and Scale

04

After your first round of impact, reflect on what worked and what didn't. Celebrate wins, learn from challenges, and look for ways to expand your project to neighboring communities. True impact grows when it inspires more youth to rise and lead.

THE RISE OF SARAH MAKO: A STORY OF COURAGE, VISION, AND RELENTLESS EXECUTION.

Greatness is rarely accidental. It is built, decision by decision, moment by moment, long before the world takes notice. Before the brand, before the recognition, before the empire, there is always a choice. A decision to rise, to persist, and to create something that did not previously exist. Sarah Mako made that choice. And in doing so, she transformed not only her own life, but the standard of what is possible.

ROOTED IN ADVERSITY

Born in Kaoma in Zambia's Western Province, Sarah's early life was shaped by both love and loss, having lost her father at the tender age of ten. This moment marked the beginning of a journey that would require her to grow up quickly, navigate uncertainty, and develop an inner strength that would later define her success. Despite the emotional and financial challenges that followed, she remained determined to pursue education, even in the face of setbacks. Her academic journey was not linear, as she encountered difficulties in key subjects and later had to rewrite her examinations under challenging circumstances, including during pregnancy. Yet even in those moments, she demonstrated a level of resilience that separated her from the ordinary, choosing persistence over defeat and progress over excuses.



DISCIPLINE IN THE MAKING

Her path into nursing was both practical and purposeful, offering her stability and a means to move forward in life. However, what is most remarkable is that even as she committed herself to the demanding world of healthcare, she understood that her journey did not end there. She worked tirelessly, balancing long night shifts at the hospital with equally demanding days in school as she upgraded her qualifications. This period of her life was defined by sacrifice, discipline, and an extraordinary work ethic, as she endured exhaustion in pursuit of a better future. These experiences were not merely challenges, they were the training ground that built her capacity, sharpened her discipline, and prepared her for the entrepreneurial journey that lay ahead.

THE MOMENT THAT CHANGED EVERYTHING

The turning point in Sarah's life came not through a grand opportunity, but through a moment that many would have overlooked. While attending a wedding, she noticed that the bride's makeup did not meet her expectations, and instead of dismissing the observation, she allowed it to ignite something within her. In that instant, she recognized a gap, and more importantly, she recognized her ability to fill it. What began as a simple thought, that she could do better, quickly evolved into action, as she started practicing makeup and offering her services. The response was immediate and encouraging, with people willing to pay for her work, signaling the beginning of something far greater than she had initially imagined.

INVESTING IN EXCELLENCE

Understanding that talent alone was not enough, Sarah made a bold and strategic decision to invest in her growth by traveling to Nigeria to acquire advanced skills in makeup artistry and skincare techniques. This move required financial sacrifice and immense belief in herself, as she used her own savings to fund the journey without any guarantees of success. However, this decision proved to be transformative, not only improving her technical expertise but also expanding her vision of what was possible. It was at this point that her business began to gain momentum, and the name Royalty started to resonate within the industry as a symbol of quality and excellence.

THE COURAGE TO WALK AWAY

Perhaps the most defining moment of her journey was her decision to walk away from the security of her nursing career, a choice that many would consider risky, especially during uncertain times. Despite external doubts and the inherent fear that accompanies such a leap, Sarah trusted her instincts and chose to fully commit to her business. This decision marked the beginning of a new chapter, one in which her income grew significantly, her brand expanded, and her impact multiplied. It was a powerful demonstration of the principle that true growth often requires the courage to leave behind what is comfortable in order to embrace what is possible.

BUILDING AN EMPIRE

Today, Sarah Mako stands as a formidable entrepreneur and the visionary behind a growing business empire that includes Royalty Makeup and Hair, Royalty Bridal, and the Royalty Events Centre, all anchored at Royalty Plaza in Lusaka. What began as a side hustle has evolved into a multifaceted enterprise that not only serves clients but also creates opportunities for others, employing more than forty individuals and contributing meaningfully to the local economy.



Her ability to identify gaps in the market and respond with innovative solutions has positioned her as a leader in the beauty and events industry, while her commitment to excellence continues to set her apart.

THE STANDARD OF EXCELLENCE

Beyond her business achievements, what truly distinguishes Sarah is her relentless work ethic and dedication to her craft. Her days often begin in the early hours of the morning and extend late into the night, especially during peak seasons, reflecting a level of commitment that goes far beyond the ordinary. She understands that success is not a product of convenience or occasional effort, but rather the result of consistency, discipline, and an unwavering focus on delivering value. Her presence in her business is constant, as she leads not only through vision but also through action, embodying the principle that true leadership requires involvement and accountability.

A MESSAGE TO AFRICA

Sarah's journey carries a powerful message for aspiring entrepreneurs and dreamers across Africa and beyond. It is a reminder that success does not come from waiting for opportunities, but from creating them through courage, preparation, and persistence. Her story demonstrates that beginnings do not define endings, that setbacks do not determine outcomes, and that with the right mindset, even the most unlikely paths can lead to extraordinary destinations. She represents a new generation of African leadership, one that is bold, self made, and driven by purpose.

LEGACY IN MOTION

As her influence continues to grow, Sarah Mako is not merely building businesses, she is building a legacy that inspires others to believe in their potential and to take ownership of their dreams. Her journey stands as a testament to the power of decision, the value of resilience, and the limitless possibilities that exist when passion meets action. In a world where many hesitate, she chose to move, and in that movement, she transformed her life and created a path for others to follow.

FROM HOME TO EMPIRE: THE BLUEPRINT FOR STARTING SMALL AND SCALING BIG.

01.

IDENTIFY
YOUR SKILLS
AND
INTERESTS

02.

VALIDATE
YOUR
BUSINESS
IDEA

03.

CREATE A
SIMPLE
BUSINESS
PLAN

04.

SET UP
YOUR
WORKSPACE

05.

BUILD AN
ONLINE
PRESENCE

06.

MANAGE
FINANCES
EARLY





MISTER AFRICA 2025: A GENERATION DEFINED BY FOCUS

From humble beginnings in Freetown to the global stage, Almon Sall Kamara has risen as a symbol of what focus, discipline, and resilience can achieve. His journey was not paved with ease. It was shaped by rejection, doubt, and moments that could have broken his spirit. But instead of giving up, he chose to stay committed to his vision, to refine himself daily, and to remain focused when it mattered most. That choice is what set him apart.

His story speaks directly to African youth living in a time where attention is constantly under attack. Social media, notifications, and endless distractions are quietly stealing focus and weakening potential. Yet, the difference between those who rise and those who remain is simple: focus. It is not talent alone that creates success, but the ability to concentrate, stay consistent, and build over time.

Almon's journey is a blueprint. He had clarity about what he wanted, and even when the path was uncertain, he stayed aligned with his purpose. He did not divide his attention across everything. He chose depth over distraction, discipline over comfort, and consistency over shortcuts. This is the mindset that transforms ordinary effort into extraordinary results.

For every young African with a dream, the message is clear. Your environment, your habits, and your daily choices are shaping your future. If you allow distraction to control your time, you weaken your ability to grow. But if you protect your focus, commit to one path, and build with intention, your results will begin to compound.

Focus is not something you wait to feel. It is something you choose daily. It is built in the moments when it is difficult, when distractions are loud, and when quitting feels easier. That is where real growth happens.

What you focus on grows. And what you commit to consistently becomes your life. Almon Sall Kamara is not just Mister Africa 2025. He is a reminder that greatness is possible for any African youth willing to stay focused, stay disciplined, and rise above the noise.

The future is not decided by chance. It is shaped by attention. So the question remains: what are you focusing on?

THE COST OF DISTRACTION TWO LIVES. ONE CHOICE.

DISTRACTED LIFE

A distracted life feels busy, but produces little. The day begins without intention, and attention is quickly pulled in different directions by notifications, social media, and constant interruptions. Tasks are started but rarely completed with depth. Time is spent reacting instead of building, scrolling instead of creating, consuming instead of producing.

Progress becomes slow and inconsistent. Opportunities are missed not because of lack of ability, but because of lack of focus. The mind remains cluttered, filled with unfinished thoughts and competing priorities. Over time, this creates frustration, confusion, and self-doubt.

A distracted life does not fail loudly. It fades quietly. Days pass, effort is spent, but results remain limited. Potential exists, but it is never fully realized.

THE TRUTH

The difference is not talent.

The difference is not opportunity.

The difference is attention.

What you focus on grows.

What you allow to distract you, delays you.

A distracted day feels full. A focused day moves your life forward.

FOCUSED LIFE

A focused life is intentional, disciplined, and directed. Each day begins with clarity, and attention is placed on what truly matters. Distractions are controlled, not entertained. Time is invested, not spent.

Tasks are completed with depth and precision. Energy is concentrated on a few meaningful priorities, allowing progress to compound over time. There is less noise, but more impact. Less movement, but more results.

The mind becomes clear, decisions become sharper, and confidence begins to grow. With consistency, small actions turn into significant achievements. Opportunities expand because preparation meets execution.

A focused life builds momentum. And over time, that momentum becomes success.

THE DECISION

Every day, you are choosing between these two lives.

Which one are you building?

THE TWO SEEDS.

In a quiet village, two seeds were planted side by side in the same soil, under the same sky, with the same rain falling upon them.

The first seed looked around and saw the stones, the dry patches, and the harsh sun. It focused on how difficult it would be to grow. Each day, it hesitated, waiting for better conditions, worrying about what might go wrong. Its energy was consumed by doubt, and so it remained beneath the surface, unchanged.

The second seed saw the same conditions, but chose a different focus. It turned its attention not to the obstacles above, but to the potential within. Instead of waiting, it began to grow. Slowly at first, then steadily, pushing through the soil with quiet determination.

Days passed. Then weeks.

The second seed broke through the ground and reached toward the light. It faced the same sun, the same wind, and the same uncertainty, but it continued to grow because its focus was fixed on becoming, not on fearing. The first seed remained where it was, untouched by the world it feared.

Seasons changed, and what was once two seeds became two different realities. One had become a tree, offering shade, strength, and life to others. The other had never begun.

The difference was not the soil.
It was not the weather.
It was not even the opportunity.
It was focus.

Because what you choose to focus on determines whether you stay where you are... or become what you were created to be.



A LIFE DIRECTED BY FOCUS: HON. PRINCESS KASUNE

There were moments in my life that could have defined me by limitation. Loss came early, and responsibility followed sooner than I was prepared for. I experienced seasons that carried weight far beyond my years, and there was a time when I was told that my life would be cut short. Those moments could have shaped my ending, but instead, they shaped my decision.

I chose not to focus on what had been taken from me, but on what I could still build. That choice became the foundation of everything that followed.

Focus became my strength. In the midst of uncertainty, I learned that where you place your attention determines the direction of your life. I could have allowed fear to consume my thinking, or I could choose purpose. I chose purpose. I chose to direct my energy toward something greater than my circumstances, and in doing so, I began to see that even the most difficult moments could be transformed into something meaningful.

What I discovered is simple, but powerful. What you focus on grows. When I focused on service, my pain found purpose. When I focused on action, even in small steps, progress began to unfold. My life did not change overnight, but my direction did, and that made all the difference.

Focus is not easy. It requires discipline. It requires you to choose your path repeatedly, even when distractions are louder and easier. It demands that you stay committed, not just when things are clear, but especially when they are not. There will always be reasons to stop, to doubt, or to lose direction, but focus is the decision to continue in spite of them.

My journey is not the story of a perfect life. It is the story of a focused one. It is a reminder that your circumstances do not have the final say, your attention does.

If there is one thing I would pass on, it is this: guard your focus with intention. Protect it from distraction, from fear, and from anything that pulls you away from your purpose. Because in the end, your future will always follow where your attention leads.



**FOCUS IS THE DISCIPLINE
OF SAYING NO TO
EVERYTHING THAT DOES
NOT BUILD YOUR
FUTURE.**

ARISE AFRICA MAGAZINE – SPECIAL EDITION SPOTLIGHTS LEADERS, INNOVATORS, AND INDIVIDUALS WHO ARE SHAPING AFRICA'S FUTURE. THIS EDITION IS DEDICATED TO INSPIRING, IMPACTING, AND EMPOWERING YOUNG PEOPLE WITH PRACTICAL TOOLS AND TRANSFORMATIVE INSIGHTS TO LEAD PURPOSE-DRIVEN LIVES.



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Arise Africa Magazine



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Arise is not just a magazine. It is a standard