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AFRICA MAGAZINE

INNOVATION AS A TOOL FOR
TRANSFORMATION.

THE NEW AFRICAN
BILLIONAIRE WILL BE DIGITAL.

REDEFINING WELLNESS IN AFRICA:

**THE VISION OF
DR. LULU**





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INNOVATION AS A TOOL FOR TRANSFORMATION

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Hello Dreamers and Visionaries,

We are living in a defining moment where innovation is no longer optional; it is necessary for transformation. As technology, artificial intelligence, and digital entrepreneurship reshape the world, the future will belong to those bold enough to think differently, take risks, and build solutions that create lasting impact.

This edition explores the power of innovation and why African youth must move from being consumers of change to creators of it. Across these pages, we highlight ideas, leadership, entrepreneurship, and strategic thinking designed to inspire a generation determined to transform Africa's future.

We are also honoured to feature Dr Lulu, whose journey reflects the power of resilience, vision, and courageous leadership. Her story reminds us that meaningful transformation begins with individuals willing to challenge limitations and pursue impact beyond themselves.

Africa's greatest resource is not beneath the ground, but within its people. With one of the youngest populations in the world, the continent holds extraordinary potential. If directed toward innovation, creativity, and bold execution, this generation could redefine the future of Africa.

But transformation requires courage. Every great innovator once faced uncertainty. Every meaningful breakthrough began as an idea others doubted. Growth has never existed inside comfort zones.

This magazine is more than a collection of articles. It is a call to think boldly, act decisively, and build fearlessly. The future will not be shaped by spectators, but by innovators willing to take the risk. As you turn these pages, may you be inspired not only to imagine a better future, but to help create it.

*David Ntalasha Chisha
Visionary*

IGNITION

INNOVATION AS A TOOL FOR TRANSFORMATION.

“The future of Africa will not be decided in boardrooms and government offices alone. It will be shaped by young innovators in small rooms, crowded cities, and underserved communities who are bold enough to solve problems that have existed for generations.” Africa stands at one of the most defining moments in its history. As the world rapidly shifts toward artificial intelligence, digital economies, renewable energy, and technological advancement, innovation has become more than an advantage. It has become a necessity for survival and progress. For decades, Africa has been described as a continent filled with potential. Yet potential alone cannot transform nations. Real transformation requires systems, leadership, execution, and innovation. The future of Africa will not be shaped by natural resources alone, but by the ability of its people, especially its youth, to create solutions capable of transforming industries, economies, and institutions. According to the United Nations, Africa’s population is expected to reach nearly 2.5 billion people by 2050, with more than 60 percent under the age of 25. This makes Africa the youngest continent in the world. What many view as a challenge could become Africa’s greatest strength if this generation is empowered to innovate, build, and lead.

“Africa’s greatest resource is not buried in the ground. It is the untapped potential of its youth.”

INNOVATION BEYOND TECHNOLOGY

Innovation is often misunderstood as technology alone, but true innovation is much broader. It is the ability to solve problems in smarter, faster, and more effective ways. Innovation means redesigning broken systems, removing barriers, and creating opportunities where none previously existed. Transformation happens when innovation removes the bottlenecks that prevent societies from progressing. A single solution to one major problem can improve entire systems and unlock economic growth, efficiency, and opportunity. Africa has already demonstrated the power of innovation. Before mobile banking systems emerged, millions of Africans had little or no access to formal financial institutions. Then platforms like M-Pesa changed the landscape completely. What began as a local solution in Kenya evolved into a financial revolution that allowed millions of people to send, receive, and store money through mobile phones. One innovation transformed communities and reshaped financial inclusion across the region. Across Africa, similar breakthroughs continue to emerge. Rwanda has used drone technology to deliver medical supplies to remote communities. Nigerian fintech companies are redefining digital payments and attracting international investment. Renewable energy innovators are bringing electricity to rural areas that were once disconnected from national power systems. These examples prove that innovation has the power to transform entire ecosystems.

WHY AFRICAN YOUTH MUST LEAD

African youth are uniquely positioned to lead this transformation because they understand the realities that need solving. They experience unemployment, educational gaps, weak infrastructure, and limited economic opportunities firsthand. The people closest to the problem are often the people closest to the solution. The rise of the digital economy has also changed how wealth and opportunity are created. Today, a young person with internet access, valuable skills, and strategic thinking can build scalable businesses and reach global markets without enormous capital. Innovation has opened pathways that previous generations could barely imagine. Africa’s young population represents enormous creative and intellectual power. If this energy is directed toward innovation instead of frustration, it could become one of the greatest economic forces of the century.

THE URGENCY OF INNOVATION

The urgency for Africa to innovate has never been greater. If the continent fails to innovate fast enough, it risks becoming only a consumer of global technology instead of a creator of it. The nations that dominate innovation will dominate economic power, influence, and the future of global industries.

Africa cannot afford to depend entirely on imported systems while the rest of the world builds the future. This generation has the opportunity to change that narrative by creating solutions designed specifically for African realities and African markets.

Africa has already shown its ability to leapfrog outdated systems. The continent moved rapidly from limited landline infrastructure to widespread mobile technology adoption. Today, the same opportunity exists in artificial intelligence, clean energy, digital finance, and emerging technologies. African innovators have the opportunity to build entirely new systems rather than follow outdated industrial models.

BUILDING THE FUTURE

Transformation requires more than ideas. It requires resilience, discipline, collaboration, and long term vision. The future will belong to leaders who are willing to experiment, adapt, fail, learn, and continue building.

Real innovation demands leaders who think beyond survival and focus on creating systems and institutions that will outlive them. It requires investment in skills, strategic thinking, and solutions capable of producing lasting impact. "Innovation is the ability to see change as an opportunity, not a threat."

Imagine an Africa where young innovators build artificial intelligence systems designed for African languages, where renewable energy powers rural industries, and where African owned digital platforms compete globally. Imagine education systems designed for the modern economy and businesses built not only for profit but for generational impact.


That future is possible, but it will not be created by spectators.

FROM SPECTATORS TO ARCHITECTS

The future of Africa will be built by young people willing to think differently, act boldly, and solve problems relentlessly. Every generation is remembered for what it created. This generation now faces a defining choice: inherit broken systems or build better ones.

The blueprint for Africa's future is being drawn now.

The question is whether this generation will be bold enough to design it.



**“INNOVATION IS NOT ABOUT
FOLLOWING TRENDS. IT IS
ABOUT SOLVING PROBLEMS
THAT PEOPLE HAVE LEARNED
TO LIVE WITH.”**



THE NEW AFRICAN BILLIONAIRE WILL BE DIGITAL.

For decades, Africa's wealthiest individuals built fortunes through oil, mining, infrastructure, and physical industries. But the future is shifting. The next generation of African billionaires will not be defined by what they extract from the ground, but by what they build in the digital world.

The new economy rewards those who control data, platforms, technology, and digital ecosystems. Today, a young entrepreneur with skills, internet access, and strategic vision can build scalable businesses capable of reaching millions across Africa without massive capital or physical infrastructure.

Artificial intelligence is accelerating this transformation. Small teams can now use AI to automate operations, analyze markets, improve efficiency, and solve large scale problems in agriculture, healthcare, and finance. The entrepreneurs who understand AI today may become the industry leaders of tomorrow.

Fintech has already shown Africa the power of digital innovation. Platforms like M-Pesa transformed financial access for millions. But the next wave of wealth will go beyond payments into digital banking, investment platforms, cross border finance, and decentralized financial systems designed for African markets.

The creator economy is also reshaping wealth creation. In the digital age, attention has become currency. Entrepreneurs, podcasters, educators, and creators are building powerful brands and communities that generate influence, income, and global reach. Owning a digital audience can now be more valuable than owning physical real estate.

Unlike traditional industries that require heavy infrastructure, digital businesses scale rapidly with lower costs. A platform created in Lagos, Nairobi, or Lusaka can serve millions across borders almost instantly. This creates unprecedented opportunities for African entrepreneurs.

But this transformation is about more than profit. It is about digital sovereignty. If Africans do not build their own platforms and systems, the continent risks remaining dependent on foreign controlled technology.

Africa's next billion dollar empires will likely be built through code, innovation, artificial intelligence, and digital platforms. The next African billionaire may already be a young innovator somewhere on the continent building the future from a laptop.

The future of African wealth is digital. The question is who will build it first.



REDEFINING WELLNESS IN AFRICA: THE VISION OF DR. LULU.

There comes a defining moment in every visionary's life when comfort must be sacrificed for purpose. For Dr. Elina M. Lubinda, that moment came when she chose to walk away from security and pursue a vision that would transform health, beauty, and wellness in Africa. Her journey has never been easy or predictable. It has been shaped by resilience, sacrifice, determination, and an unwavering commitment to changing lives. Behind every achievement has been a deep belief that healthcare is about far more than treating illness. It is about restoring confidence, dignity, hope, and quality of life. From her earliest days in medical training, she understood that true healing touches both the physical and emotional well being of individuals. That understanding became the foundation upon which she would build her life's mission.

RECOGNIZING THE GAP AND CREATING SOLUTIONS

As Dr. Lulu progressed in her medical journey, she became increasingly aware of the major gaps that existed within accessible wellness and aesthetic care across Africa. Many advanced skincare and cosmetic treatments remained inaccessible to ordinary people, forcing countless Africans to travel abroad in search of quality solutions. Rather than accepting these limitations, she saw an opportunity to create change. She believed Africans deserved access to world class wellness, beauty, and healthcare services within their own communities. This conviction ignited a passion to build institutions that would bridge the gap between affordability, accessibility, and excellence.

A FOUNDATION BUILT ON KNOWLEDGE AND EXPERTISE

Behind Dr. Lulu's entrepreneurial success is a strong academic and medical foundation that shaped her understanding of healthcare, wellness, and patient centered care. With a background in Human Biology, general clinical medicine and surgery, she developed a deep understanding of the science behind health and healing early in her career. Her passion for continuous learning later led her into specialized fields including dermatology, advanced aesthetics, laser medicine, and wellness innovation. By combining medical knowledge with modern aesthetic science, she positioned herself at the forefront of a rapidly evolving industry. This strong educational and professional background became the backbone of her ability to build trusted brands that merge science, wellness, beauty, and innovation. It also allowed her to introduce advanced treatments and technologies while maintaining a commitment to safety, professionalism, and quality care.

THE COURAGE TO BEGIN AGAIN

One of the most defining moments of her journey came when she made the difficult decision to leave government employment and fully pursue entrepreneurship. It was a leap filled with uncertainty, risk, and enormous responsibility. Walking away from stability demanded faith, courage, and the willingness to embrace the unknown. There were moments of fear, sleepless nights, and overwhelming pressure. Building something from the ground up in a highly competitive industry tested her resilience constantly. Yet through every obstacle, she remained anchored in purpose. She understood that vision often demands sacrifice before it produces impact.

BUILDING A TRUSTED WELLNESS BRAND

Out of that courage emerged Shape Up Health Shop Ltd, a wellness and lifestyle brand dedicated to providing affordable and accessible health and skincare solutions for everyday people. What started as a simple vision gradually evolved into a trusted household name with multiple outlets across Zambia and a growing regional footprint. Through consistency, innovation, and purpose driven leadership, the company has impacted thousands of lives while creating employment opportunities for many young professionals. More importantly, Shape Up became a symbol of trust and transformation. It represented the belief that wellness solutions should not be reserved for a privileged few, but should be accessible to communities seeking healthier and more confident lives.

REDEFINING BEAUTY AND AESTHETIC CARE IN AFRICA

Driven by a passion for innovation and excellence, Dr. Lulu expanded her vision even further through the establishment of Maharaty Medical, Aesthetics, Laser and Skin Care Clinics, Zambia's pioneering laser and aesthetic clinic. This marked a revolutionary chapter in her journey. Maharaty introduced advanced aesthetic medicine, laser technology, and holistic skincare treatments designed specifically within the African context. It was more than a business expansion. It was a bold statement that Africa could deliver world class healthcare and beauty solutions without relying solely on foreign markets. For years, many Africans traveled to countries such as Turkey and South Korea to access specialized treatments. Through Maharaty, these services became more accessible and affordable closer to home. Her work challenged outdated limitations and redefined what was possible within the African wellness industry.

FINDING STRENGTH THROUGH CHALLENGES

Behind every success story lies adversity, and Dr. Lulu's journey was no exception. Leadership brought immense responsibility, operational challenges, financial pressures, and moments of uncertainty. There were seasons where the demands of building and leading businesses tested both her strength and endurance.

THE LEGACY QUOTE

“SUCCESS IS NOT BUILT IN COMFORT. IT IS BUILT IN COURAGE, VISION, AND THE WILLINGNESS TO RISE BEYOND LIMITATION.”

DR. ELINA M. LUBINDA





Yet every challenge became a lesson in resilience. Instead of allowing obstacles to break her spirit, she used them to refine her vision and strengthen her leadership. Through these experiences, she learned that true success is not the absence of hardship, but the ability to rise repeatedly with courage, clarity, and determination.

EMPOWERING OTHERS THROUGH PURPOSE

Beyond business success, one of Dr. Lulu's greatest passions has been empowering others. She believes that success becomes truly meaningful when it creates opportunities for people to rise and transform their own lives. Through the Dr Lulu Foundation and various mentorship initiatives, she has remained committed to uplifting young people and empowering women, particularly in education and entrepreneurship. Her mission extends beyond profits and institutions. It is rooted in creating hope, inspiring ambition, and contributing to the growth of future African leaders.

BUILDING A LEGACY THAT WILL OUTLIVE SUCCESS

Today, Dr. Elina M. Lubinda stands as more than a doctor or entrepreneur. She is a builder of systems, a creator of opportunities, and a symbol of visionary African leadership. Her work continues to shape industries, create employment, and inspire a generation to believe that African excellence can compete globally. While her journey is still unfolding, her mission remains unwavering: to make quality health, beauty, and wellness services more accessible, to continue innovating within African industries, and to leave behind a legacy that transforms lives for generations to come. Long after the businesses expand and the clinics grow, perhaps her greatest achievement will be the belief she has restored in countless people: the belief that African vision, courage, and innovation can transform industries, empower communities, and redefine the future of the continent itself.

“This journey was never just about beauty or business. It was about proving that vision, when fueled by courage and purpose, has the power to transform lives and redefine what is possible for Africa.”

DR LULU PHOTO SPREAD





WHY DOING NOTHING IS THE MOST EXPENSIVE DECISION YOU CAN MAKE BY LEBO MORATELE.

In today's digital economy, the most expensive decision you can make is doing nothing. Every day you delay action costs you something; time, opportunities, growth, confidence, and potential. While you are overthinking, hesitating, or waiting for the "perfect moment," someone else is building, learning, launching, and moving ahead.

Many people believe they need degrees, large capital, or perfect conditions before they can succeed. But the modern economy has changed the rules. Today, scalable income streams can be built through skills, strategy, consistency, and the courage to start. The digital world has created opportunities for entrepreneurs to build businesses, brands, and financial freedom from almost anywhere. But none of it happens through inaction.

Staying stuck is never neutral. Time keeps moving, opportunities keep passing, and every delayed decision quietly compounds into regret. Success is not built in one giant breakthrough; it is built daily through one decision, one action, and one step at a time. Momentum is created through movement, and the people who succeed are often not the smartest, but the ones willing to act before they feel fully ready.

Action creates clarity. Confidence grows through execution, not waiting. Many successful businesses began quietly; one idea, one client, one video, one bold decision to begin. Small consistent actions, repeated over time, create transformation.

For a rising generation of African entrepreneurs, the future belongs to those willing to move. The new economy rewards execution, adaptability, and courage. Failure may teach you lessons, but inaction guarantees nothing except missed opportunities. The cost of wondering "What if I started?" will always be greater than the cost of trying.

So start now. Move now. Build now. Because in the end, inaction will cost you more than failure ever will.

THE NEW FRONTIER: WHY AFRICAN YOUTH MUST EMBRACE STRATEGIC RISK TAKING.

Africa stands at a defining moment in history. With the world's youngest population, rising digital access, and expanding economic integration, the continent holds extraordinary potential. But potential alone does not create transformation. It requires a generation bold enough to act. For African youth, the future will not belong to those who wait for certainty. It will belong to those willing to take strategic risks with vision, discipline, and courage. In a rapidly changing world driven by technology, innovation, and shifting economies, playing it safe may be the greatest risk of all.

THE ILLUSION OF SAFETY

For decades, many young Africans were taught that success meant securing stable government or corporate jobs. Yet the reality is different. The formal job market cannot absorb the millions entering the workforce each year. What many call the "safe path" often leads to stagnation and limited opportunity. This is why young Africans must move from waiting for opportunities to creating them. Entrepreneurship, innovation, and creative enterprise are no longer optional. They are essential for economic growth and self-determination. The youth willing to take calculated risks today will build the industries of tomorrow.

TURNING PROBLEMS INTO OPPORTUNITY

Africa's challenges are also its greatest opportunities. From financial exclusion and unemployment to energy shortages and weak infrastructure, the continent is filled with problems waiting for bold solutions. Where others see obstacles, innovators see possibility. Every breakthrough begins with uncertainty. No transformative business or movement has ever been built without risk. Those willing to move first will shape the future before others arrive.

THE DIGITAL REVOLUTION HAS CHANGED THE RULES

Today, a young person in Lusaka, Lagos, or Nairobi can reach global markets with little more than a smartphone, internet access, and vision. The digital economy has lowered the barriers to entrepreneurship. Businesses can now be launched online, ideas tested quickly, and brands built across borders with minimal capital. At the same time, initiatives like the African Continental Free Trade Area are opening doors for a new generation of pan-African businesses. The future belongs to those bold enough to build early.

REDEFINING FAILURE

One of the greatest barriers to risk taking is the fear of failure. In many societies, failure is treated as shame. Yet every innovator understands that failure is often the price of growth. Mistakes create wisdom. Setbacks build resilience. "Risk is not recklessness. It is the courage to pursue a vision when the outcome is uncertain." Those who learn to see failure as education rather than defeat will innovate beyond fear.

Leadership Is Forged in Uncertainty

True leadership is not developed in comfort. It is forged through uncertainty, pressure, and responsibility. When young people build businesses, launch ideas, and pursue bold visions, they develop resilience and adaptability, qualities essential for shaping Africa's future. A generation that fears risk will always depend on others to shape its destiny. But a generation willing to act boldly can transform a continent.

THE FUTURE BELONGS TO THE BOLD

Africa's future will not be built by those waiting for perfect conditions. It will be built by those who understand that the greatest risk is standing still while the world moves forward. The next generation must decide whether it will remain spectators of change or become the architects of Africa's future. "Every generation is remembered for what it had the courage to build."

THE WELL BENEATH THE VILLAGE.

In a forgotten village surrounded by dry land and endless hardship, there stood an old well that had once given life to generations. But with time, the water disappeared, and the well became nothing more than a hollow reminder of what once was. Every morning, women and children walked for miles under the burning sun in search of water from distant towns. Their exhaustion became routine, and their suffering slowly turned into acceptance.

The villagers no longer believed change was possible. They convinced themselves that hardship was simply their destiny.

"This is how life has always been," the elders would say. Years passed, and an entire generation grew up believing that survival meant enduring struggle without hope for something better.

Then one day, a young woman returned to the village after years of studying beyond its borders. When she saw the pain in the faces of her people and the hopelessness that had settled into their hearts, she asked a question that unsettled the entire village:

"Why do we keep searching far away for what may already exist beneath us?"

The villagers laughed at her. Some called her naive. Others warned her not to waste her time chasing impossible dreams. But she refused to believe that limitation was permanent. While others accepted the suffering, she chose to challenge it.

Day after day, she searched the dry earth beneath the village. There were failures, disappointments, and moments when even she questioned whether her vision was foolish. Yet something inside her refused to surrender.

*Then one morning, after months of relentless effort, the ground finally broke open.
Water began to rise.*

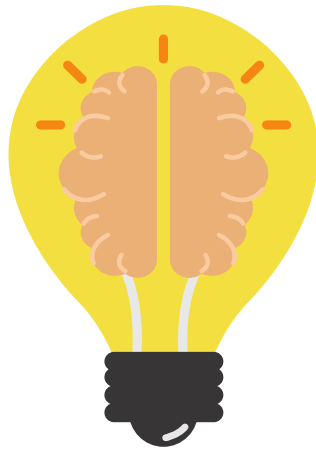
What had once been dry and lifeless suddenly overflowed with possibility. Children no longer walked for miles in exhaustion. Families regained strength. Hope returned to the village. And for the first time in many years, people believed in a future greater than their suffering.

The villagers soon realized that their greatest problem had never been the absence of water. It had been the belief that nothing could change.

That is the true power of innovation. It is born the moment someone refuses to accept limitation as destiny and dares to create solutions where others only see impossibility. True innovators do not simply adapt to broken systems. They transform them, and in doing so, they restore hope not only for themselves, but for generations to come.

DID YOU KNOW?

Studies also show that creative thinking increases when people expose themselves to different environments, industries, and experiences. That is why many successful innovators read widely beyond their field, they train their minds to connect unrelated ideas.



5 DAILY HABITS THAT SHARPEN INNOVATIVE THINKING.

Becoming a “genius” is rarely about raw IQ. It is about developing a mindset that constantly learns, connects ideas, and sees opportunities others overlook. In a fast-changing world, these five habits can sharpen your creative edge and keep you ahead.

1. INFORMATION CROSS-POLLINATION

Innovation often happens where different industries meet. If you only consume information from your own field, your thinking becomes limited. Spend time daily learning something outside your expertise. A finance professional can study design, while an editor can explore technology or agriculture. New perspectives create new solutions.

2. DEEP OBSERVATION AND QUESTIONING

Innovative thinkers question what others accept. Use the “Five Whys” technique when you encounter a problem. Ask “why?” repeatedly until you uncover the root cause. This helps you identify gaps, inefficiencies, and opportunities for better systems or ideas.

3. DOCUMENT EVERY IDEA

Great ideas are often lost because they are never recorded. Keep an “Idea Ledger” and write down a few ideas every day, even the unrealistic ones. This trains your mind to stay creative and keeps you prepared when opportunities arise.

4. CREATE SPACE FOR SILENCE

Constant noise weakens deep thinking. Set aside 15–30 minutes daily with no phone, music, or distractions. Quiet moments allow your mind to process information and connect ideas, which is often where breakthrough insights emerge.

5. INVEST IN DAILY GROWTH

Innovation compounds over time. Spend time each day building knowledge or skills that strengthen your future. Whether studying AI, market trends, or communication skills, small daily improvements eventually create a powerful advantage.

“Innovation is the ability to see change as an opportunity, not a threat.” The people who shape the future are not always the smartest; they are often the most curious, disciplined, and willing to think differently every day.

POSITIONED FOR GREATER PURPOSE BY BOIPELO SEBEDI.

There are seasons in life that leave us questioning everything. Doors close unexpectedly, plans fall apart, and the future suddenly feels uncertain. In those moments, it is easy to believe that we have been forgotten or left behind. But sometimes what feels like loss is not destruction. It is preparation.

One of the greatest lessons I have learned is that God often moves us out of familiar places so we can grow into the people we were created to become. Before purpose is revealed, comfort is often disrupted. What feels like being dropped may actually be divine positioning.

There were moments in my own journey when I did not understand the changes happening around me. The silence, delays, and unexpected shifts felt painful and confusing. But with time, I began to see that every season was shaping me for something greater. What I once viewed as rejection was actually redirection. What felt like loss was making room for purpose.

Today, I serve not only as a radio presenter at Duma FM, but also through platforms and movements such as Women Evolve, We Must Praise, African Women For Jesus To All Nations, the Maunatlala Junior School Development Committee, and Makoti. Through these spaces, I have learned that purpose is not confined to one title or one platform. Purpose flows wherever God sends you.

Every conversation, every opportunity to serve, and every challenge became part of a greater assignment to heal, encourage, and empower others, especially women. I discovered that there is a grace that comes with being positioned; a grace to endure uncertainty, to keep moving forward, and to trust God even when the full picture is unclear.

Looking back now, I realize that nothing was wasted. Every difficult season strengthened my faith, built resilience, and prepared me for greater impact. The process was painful at times, but it was necessary.

So if you are walking through a season that feels uncertain, do not lose hope. Do not mistake transition for failure. Some of the greatest transformations begin in moments that make no sense at first.

Grow through what you go through. Trust the process. One day you will look back and realize that you were never abandoned.

You were being prepared for purpose. "Sometimes God disrupts your comfort because your destiny requires growth beyond where you are."

With gratitude, I honor my husband, mother, grandmother, family, friends, colleagues, Rose Kajinga, Goitsewang Mantsewe, and my mentor Thuso Molefhe for their unwavering support and encouragement throughout every season of this journey.





THROUGH INNOVATION, LIMITATIONS BECOME OPPORTUNITIES AND VISION BECOMES REALITY.

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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