

SPECIAL EDITION, ISSUE 63

# arise

*AFRICA MAGAZINE*

**TURNING PASSION INTO  
PURPOSE.**

**THE POWER OF ONE BOLD  
DECISION.**

**CHOMBA MWANSA**

**FROM BANKING EXECUTIVE TO BUSINESS TRAILBLAZER**



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# THE POWER OF REINVENTION

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## CONTRIBUTORS

MS. CHOMBA MWANSA  
DR. PRECIOUS GONDWE  
MR ELIJAH MWAPE  
MS MIRIAM NYIMBIRI  
MRS BUPE MWAPE CHISHA

## THE VISIONARY

DAVID NTALASHA CHISHA

*[www.arisemagazine.online](http://www.arisemagazine.online)*



Hi Young Visionaries,

We live in a world that is changing faster than ever before. Industries are evolving, technology is reshaping economies, and the skills that guaranteed success yesterday may not be enough tomorrow. Yet many people remain attached to old versions of themselves, unwilling to embrace the change necessary for growth.

In this edition, *The Power of Reinvention*, we explore one of the most important skills of our time: the ability to evolve. Beyond ambition and motivation, this edition challenges readers to embrace transformation, adapt to change, and intentionally reinvent themselves in a rapidly changing world.

Our cover story features Chomba Mwansa, founder and CEO of Meraki, whose journey exemplifies the power of reinvention. From a successful banking career to building one of Zambia's most respected hospitality and food brands, her story demonstrates that lasting success belongs to those who are willing to step beyond comfort, embrace uncertainty, and continuously grow.

Across Africa, we are witnessing a generation filled with talent, creativity, and untapped potential. Yet potential alone is not enough. The future belongs to those who can learn, adapt, and remain relevant in changing times. The individuals and organizations making the greatest impact today are those that have mastered the art of reinvention.

Through these pages, we aim to inspire emerging leaders, entrepreneurs, creators, and visionaries to embrace resilience, adaptability, and intentional growth. Because while talent may open doors, reinvention is what sustains success.

This magazine is a call to a generation unwilling to settle for average, a generation ready to evolve, challenge limitations, and create new possibilities for the future.

Reinvention is the edge.

David Ntalasha Chisha  
Visionary, *Arise Africa Magazine*

# THE GREAT PIVOT

## WHY REINVENTION IS THE ULTIMATE CURRENCY FOR AFRICA'S NEW GENERATION

From the tech hubs of Nairobi and Lagos to the resilient farms of Kigali, a quiet revolution is unfolding across Africa. It is not being led by politicians or foreign aid, but by a generation that has realized waiting for the future is no longer an option. Instead, they are creating it. Three years ago, a young man in Lusaka was selling second-hand shoes on the streets with no clear direction for his life. Today, he runs a digital marketing agency serving clients across multiple countries. His story is no longer rare in Africa. It is becoming the blueprint of a generation turning survival into significance. Across the continent, millions of young Africans are discovering a powerful truth: the systems they were told to depend on may never fully arrive. Jobs are shrinking, industries are changing, and technology is rewriting the rules of opportunity. Rather than surrendering to frustration, a new generation is reinventing itself in real time.

### THE WEIGHT OF THE OLD SCRIPT

For decades, young Africans inherited a familiar script: go to school, earn a degree, secure a stable job, and slowly climb the ladder of success. But today, that ladder is collapsing beneath the pressure of unemployment, economic instability, and rapid technological change. Africa remains the youngest continent on earth, with more than 60% of its population under the age of 25. Yet traditional systems are struggling to absorb the ambition, creativity, and energy of this generation. Instead of seeing broken systems as a dead end, many young Africans are beginning to see them as a blank canvas. From Lusaka to Lagos, Nairobi to Kigali, a generation of creators, entrepreneurs, and innovators is rejecting the idea that their future must be limited by outdated structures. The old Africa exported raw materials. The new Africa exports ideas. The old Africa waited for foreign investment. The new Africa is building digital economies from smartphones. The old generation searched for job security. The new generation searches for ownership, impact, and freedom.

### REINVENTION BEGINS IN THE MIND

Before people reinvent careers, businesses, or nations, they must first reinvent the way they see themselves. For too long, many young Africans were conditioned to survive rather than imagine globally. They were taught to seek permission instead of creating opportunities. Reinvention begins the moment a person realizes that their background does not have to define their future. Reinvention is not simply changing careers or learning a new skill. It is a transformation of identity moving from being a passive observer of circumstances to becoming an architect of solutions. The future will not belong to the most comfortable people. It will belong to the most adaptable.

### THE RISE OF THE ECOSYSTEM BUILDERS

Across Africa, young innovators are no longer waiting for a seat at the table. They are building their own tables. In fintech, agritech, artificial intelligence, fashion, media, and renewable energy, young entrepreneurs are solving local problems with local understanding. They are building mobile banking systems for underserved communities, creating AI-powered agricultural tools for farmers, and using digital platforms to reach global audiences from small towns and crowded cities. Companies like Flutterwave and leaders such as Iyinoluwa Aboyeji have become symbols of what African reinvention can produce. Entrepreneurs like Strive Masiyiwa proved long ago that African ideas can compete on the global stage. Africa's greatest resource is no longer its minerals. It is the imagination of its youth.

## THE DIGITAL REVOLUTION

A smartphone in Lusaka, Accra, or Nairobi is no longer just a communication device. It is a university, a business office, a film studio, and a gateway to the global economy. Through coding, content creation, e-commerce, and remote work, young Africans are bypassing broken systems and exporting their talent directly to the world. This generation understands something previous generations did not fully grasp: survival no longer belongs to the strongest. It belongs to the most adaptable.

Reinvention has become the new currency of relevance.

The world is changing fast. Industries are disappearing. Artificial intelligence is transforming work. And Africa's youth face two choices: adapt or be left behind.

## DISMANTLING THE FEAR OF FAILURE

One of the greatest barriers to reinvention is fear especially the fear of failure. In many societies, failure carries shame, forcing people to cling to safe but limiting paths. Yet every breakthrough in history required someone willing to look foolish before becoming successful.

The greatest risk facing Africa's youth is no longer failure. It is irrelevance.

To reinvent yourself requires courage. It means understanding that failure is not an identity, it is information. Every failed startup, rejected pitch, and unexpected setback becomes part of the blueprint for what comes next.

We are the generation that will build despite limited capital, innovate despite broken systems, and dream despite uncertainty. We will not inherit the future quietly, we will create it loudly.

## AFRICA'S DEFINING MOMENT

By 2030, young Africans are projected to make up 42% of the world's youth population. What happens on this continent will shape global business, culture, innovation, and technology for decades to come.

This is Africa's defining moment.

A generation is rising from Lagos to Lusaka, from Nairobi to Kigali not asking for the future, but building it with its own hands. They are coders, creators, founders, artists, farmers, and visionaries. They are proof that reinvention is not weakness; it is evolution.

**Africa is no longer waiting to be discovered.  
Africa is reinventing itself. Because a  
reinvented Africa begins with reinvented  
Africans.**

**“REINVENTION IS NOT ABOUT  
ABANDONING WHO YOU ARE. IT  
IS ABOUT BECOMING  
EVERYTHING YOU WERE  
CAPABLE OF BECOMING ALL  
ALONG.”**



## THE INVISIBLE PRISON KEEPING PEOPLE AVERAGE

The most dangerous prisons do not have walls, bars, or guards. They are built quietly within the mind, strengthened by comfort, routine, fear, and the pressure to remain ordinary. This is the Invisible Prison of Mediocrity. Most people do not remain average because they lack talent or opportunity. They remain average because their lives feel safe, predictable, and comfortable enough to avoid change. Over time, comfort becomes captivity. The tragedy is that many people never realize they are trapped until years have passed and their potential has quietly faded.

### **The Architecture of the Bars**

Before anyone can escape a prison, they must first recognize they are inside one. The bars of this invisible cage are psychological, built from fear, habit, and limiting beliefs.

### **The Seduction of Comfort**

Human beings are wired for survival, not greatness. The mind rewards familiarity because familiarity feels safe, even when life feels unfulfilled. Comfort slowly teaches people to settle.

### **The Illusion of “Good Enough”**

The greatest enemy of a great life is often a comfortable one. When life is merely “okay,” ambition fades. Many people become trapped in lives that are not painful enough to escape, yet never meaningful enough to fulfill them.

### **The Fear of Audacity**

Society teaches people to fit in long before it teaches them to lead. Yet extraordinary lives require audacity. Every great dream looks unrealistic before it becomes reality.

### **Two Mindsets: The Prison vs. The Freedom**

The imprisoned mindset prioritizes safety over growth and asks, “What will people think if I fail?” The free mindset asks, “Who will I become if I never try?” One mindset focuses on limitations. The other focuses on resourcefulness. One follows old scripts. The other believes life can be reinvented at any moment. “Mediocrity is a silent theft of potential. It whispers that you can start tomorrow until tomorrow eventually runs out.”

### **Unlocking the Gate**

The truth is simple: the doors to this prison are rarely locked. Most people simply never choose to open them.

### **Disrupt the Routine**

Growth begins the moment you challenge your routine, face discomfort, and step into unfamiliar spaces.

### **Audit Your Environment**

Average thinking is contagious. Greatness requires proximity to people who refuse to settle.

### **Embrace “The Shift”**

Discomfort is not always failure. Often, it is transformation. Fear and uncertainty are signs that an old identity is making room for a new one.

**Nobody can rescue you from the invisible prison because nobody else can see the bars. The prison guard and the prisoner are often the same person. You do not need permission to become extraordinary. You simply need to decide that the pain of remaining average is greater than the fear of discovering your true potential. Step through the gate. Your life is waiting.**

## **CHOMBA MWANSA: FROM BANKING EXECUTIVE TO BUSINESS TRAILBLAZER**

In 2014, Chomba Mwansa made a decision that many professionals spend their entire lives contemplating but never execute. Having built a successful career in banking and risen into senior leadership, she chose to walk away from certainty and pursue a dream. It was a bold move that required courage, conviction, and a willingness to embrace the unknown. The corporate world offered stability, structure, and predictability. Entrepreneurship offered none of those guarantees. Yet Chomba understood a truth that many discover too late: growth rarely happens within the boundaries of comfort. Armed with years of experience, a strong educational foundation, and an entrepreneurial vision, she stepped into a new chapter that would transform not only her life but also impact countless others.

### **THE BIRTH OF A VISION**

Every great enterprise begins with a simple idea. For Chomba, that idea was rooted in a passion for food, hospitality, and creating memorable experiences. What started modestly in a home kitchen would eventually become Meraki, one of Zambia's most respected names in confectionery, café services, hospitality, and food processing. The early days were not defined by resources or large investments. They were defined by determination. Like many entrepreneurs, Chomba faced uncertainty and challenges, yet she remained focused on building something meaningful. She understood that lasting success is rarely achieved overnight. It is built through consistency, resilience, and an unwavering commitment to excellence. That mindset became the foundation upon which Meraki would grow.



## **BUILDING MORE THAN A BUSINESS**

Today, Meraki stands as a testament to the power of vision combined with disciplined execution. Under Chomba's leadership, the company has expanded beyond cafés and confectionery into food processing and value addition, supplying products to major retailers and supermarkets across Zambia. What began as a small venture has evolved into a multifaceted enterprise that continues to innovate and grow. Yet the true success of Meraki extends beyond products and profits. Its impact can be seen in the jobs created, the opportunities provided, and the confidence instilled in aspiring entrepreneurs. Through her work, Chomba has demonstrated that successful businesses can be powerful vehicles for economic growth and community transformation.

## **TURNING CHALLENGES INTO OPPORTUNITIES**

Every entrepreneurial journey is marked by moments of uncertainty. Markets change, competition intensifies, and unexpected obstacles emerge. The difference between those who succeed and those who give up often lies in how they respond to adversity. Throughout her journey, Chomba has chosen resilience. Rather than allowing challenges to define her future, she has consistently transformed them into opportunities for learning, innovation, and growth. Each setback became a lesson. Each obstacle became a stepping stone. This ability to persevere has played a significant role in shaping both her leadership and the continued success of Meraki. Her story reminds us that success is not the absence of difficulties; it is the determination to keep moving forward despite them.

## **A LEADER WHO BUILDS PEOPLE**

Great leaders understand that success is never achieved alone. While building a thriving enterprise, Chomba has remained committed to empowering others. She is passionate about mentoring entrepreneurs, encouraging innovation, and helping individuals unlock their potential. Her leadership philosophy is rooted in the belief that organizations flourish when people flourish. By investing in teams, fostering a culture of excellence, and creating opportunities for growth, she has built more than a company, she has built a platform that enables others to succeed. Her influence extends beyond business operations and into the lives of those inspired by her example.

## **A CHAMPION FOR WOMEN AND YOUTH**

Across Africa, women entrepreneurs are reshaping industries, creating jobs, and driving economic transformation. Chomba Mwansa stands among this new generation of visionary leaders. Her success story serves as a powerful reminder that gender should never limit ambition and that determination can overcome even the most daunting barriers. Through mentorship and advocacy, she continues to encourage women and young people to pursue entrepreneurship and leadership. She believes that the future of Africa will be shaped by individuals who are willing to innovate, solve problems, and create opportunities where others see limitations. Her commitment to empowerment reflects a broader vision for a stronger, more prosperous continent.

## **RECOGNITION EARNED THROUGH EXCELLENCE**

Excellence has a way of attracting recognition. In acknowledgement of her remarkable contribution to entrepreneurship and economic development, Chomba was honoured with the prestigious Zee Woman Entrepreneur of the Year Award. The accolade celebrates women whose businesses are creating meaningful impact and contributing significantly to national development. While awards are significant milestones, they represent something deeper than achievement. They reflect years of sacrifice, perseverance, discipline, and unwavering commitment to a vision. For Chomba, this recognition is not merely a personal accomplishment, it is evidence of what is possible when purpose is pursued with passion and excellence.

THE LEGACY QUOTE

**"THE GREATEST RISK IS NOT FAILURE; IT IS ALLOWING FEAR TO STOP YOU FROM PURSUING THE PURPOSE FOR WHICH YOU WERE CREATED. DREAM BOLDLY, ACT COURAGEOUSLY, AND LEAVE A LEGACY THAT INSPIRES GENERATIONS."**

**MS CHOMBA MWANSA**





### **THE FUTURE IS BIGGER THAN THE PRESENT**

Visionary leaders are never satisfied with yesterday's accomplishments. They continually seek new opportunities to grow, innovate, and create value. Chomba's journey is far from complete. As Meraki continues to expand its footprint and explore new opportunities in food processing, value addition, and market growth, she remains focused on building a sustainable enterprise that can compete at the highest level. Her commitment to innovation and excellence reflects a belief that success is not a destination but an ongoing journey. Each achievement becomes a foundation for the next level of growth.

### **THE LEGACY SHE IS BUILDING**

Long after awards have been presented and milestones celebrated, Chomba Mwansa's greatest legacy will not be found in balance sheets or business reports. It will be found in the lives she has touched, the entrepreneurs she has inspired, and the opportunities she has created for others. Her story is a powerful reminder that extraordinary achievements often begin with ordinary beginnings. It demonstrates that one courageous decision can alter the course of a lifetime and that true success is measured not by what we accumulate but by the impact we leave behind. Through her vision, leadership, and commitment to empowering others, Chomba Mwansa is building a legacy that will continue to inspire future generations of African entrepreneurs.

### **LESSONS FROM CHOMBA MWANSA'S JOURNEY**

- Dream Beyond Your Circumstances

Your current situation does not determine your future potential. Great achievements begin with the courage to imagine a bigger future.

- Courage Opens Doors

Every breakthrough starts with a decision to move beyond fear and embrace possibility.

- Excellence Is a Daily Habit

Success is not built in a single moment but through consistent effort and continuous improvement.

- Build People as You Build Businesses

The most successful leaders create opportunities for others to grow and thrive.

- Leave a Legacy of Impact

The greatest achievement is not personal success but the positive difference made in the lives of others.

THE LEGACY FRAMES





## 'GROWTH DEMANDS A NEW VERSION OF YOU' DR. PRECIOUS GONDWE.

Life has taught me that reinvention is not about abandoning who you are. It is about having the courage to grow beyond the limits you once placed on yourself.

For many years, I believed success was about reaching a destination. But as I continued to grow, I realized that true success is found in continuous evolution. Every stage of life demands a new version of you, and remaining the same in a changing world can become one of the greatest limitations to progress.

My journey has never been defined only by titles, achievements, or professional milestones. It has been shaped by resilience, discipline, learning, and the willingness to keep growing even when the path was uncertain. Reinvention requires courage because growth often demands that you leave behind comfort, familiarity, and fear.

As an African woman, I also understand the expectations and limitations society can sometimes place on women. Many are taught to minimize their ambition, remain silent about their dreams, or settle for less than they are capable of becoming. But I believe purpose should never be limited by fear or tradition.

Through every season of my journey, I have learned that growth begins the moment you stop allowing your background, circumstances, or past experiences to define your future. Reinvention starts in the mind before it appears in reality.

We are living in a generation where the world is changing rapidly. Opportunities are evolving, industries are transforming, and the future will belong to people who are willing to adapt, learn, and continuously improve themselves. Remaining stagnant is no longer an option.

That is why I encourage young people, especially young Africans, to never become prisoners of comfort or limitation. Invest in your growth. Learn continuously. Believe in your ability to evolve. Do not be afraid to start again, dream differently, or pursue new possibilities.

Your current situation is not your final identity. You are allowed to grow. You are allowed to reinvent yourself.

Most importantly, you are allowed to become more than the world expected of you. Because true transformation begins the moment you believe your next chapter can become greater than your beginning.

# THE BRUTAL MATH OF AFRICA'S YOUTH BOOM

Africa's youth boom has been celebrated for years as a "demographic dividend." Politicians praise it, conferences romanticize it, and global organizations package it as limitless potential. But potential means nothing if it remains unexecuted. Without urgent reinvention, the same youth population being celebrated today could become one of the continent's greatest economic crises tomorrow.

The uncomfortable truth is that the old systems are no longer simply broken; they are obsolete. Anyone still waiting for a government initiative, a traditional degree, or a corporate structure to deliver stability is gambling their future on systems that can no longer carry the weight of this generation.

The numbers reveal the scale of the challenge. Africa currently has more than 550 million young people between the ages of 15 and 35, making it the youngest continent on earth. By 2030, nearly 40% of the world's youth population will be African. Yet alongside this demographic advantage lies a growing employment crisis. In South Africa alone, youth unemployment for people aged 15 to 24 reached 60.9% in early 2026, while millions across the continent remain trapped in unstable informal jobs with little opportunity for long term growth.

For decades, young Africans were told that education alone guaranteed security. The formula appeared simple: study hard, earn a degree, and wait for opportunity. But the global economy has changed dramatically. The market no longer rewards compliance alone; it rewards adaptability, speed, practical skills, and the ability to solve problems in real time.

The internet transformed the economy, and artificial intelligence is accelerating that transformation even further. As industries evolve, people who refuse to evolve with them risk becoming economically irrelevant. A university degree without practical relevance is no longer a guaranteed pathway to stability and, in many cases, has become an expensive delay between dependence and disappointment.

The future increasingly belongs to individuals who can build, adapt, and create value quickly. A smartphone in Lusaka, Lagos, or Nairobi is no longer merely a communication device. It is a university, a business office, a production studio, and a gateway to the global economy. The same device used for endless entertainment can also be used to learn valuable digital skills, build a global brand, manage international clients, or launch a business from virtually anywhere.

This is the defining divide of the modern African generation. Some are consuming the future while others are building it. That is why reinvention is no longer optional; it has become a matter of survival. This generation must move beyond the victim mentality that has kept so many mentally trapped. The challenges are real. Infrastructure remains flawed, opportunities are uneven, and economic systems are often frustratingly slow. Yet history has never rewarded generations that waited for perfect conditions before taking action. Progress has always belonged to those willing to create despite limitations.

The modern African advantage is resourcefulness, the ability to innovate despite uncertainty and move forward despite fear. Young Africans must begin thinking beyond single career identities because the future belongs to people who can combine creativity with technology, business with storytelling, and local understanding with global execution. A single skill is no longer enough to guarantee relevance in a rapidly changing economy. Adaptability has become the most valuable currency of the modern era.

Most importantly, this generation must stop begging for seats at tables that were never designed to accommodate them. The formal economy cannot absorb hundreds of millions of young people quickly enough, which means waiting endlessly for approval is no longer a viable strategy. The future will belong to those who build their own platforms, create their own systems, and develop solutions to the problems surrounding them.

The greatest risk facing Africa's youth is no longer failure but irrelevance. No government, foreign investor, or international institution is coming to magically solve the mathematics of Africa's youth explosion. The responsibility now rests on a generation willing to reinvent itself with urgency, courage, and relentless adaptability. Africa's future will not be decided by demographics alone. It will be decided by how many young people choose to evolve before the world moves on without them.

# THE EAGLE AND THE DYING TREE.

For generations, an ancient tree stood at the center of a great forest. It was tall, powerful, and admired by all. Birds nested in its branches, travelers rested beneath its shade, and animals believed it would stand forever.

But seasons changed. The rains became scarce, the winds harsher, and slowly the mighty tree began to die from within. Its leaves faded, its branches weakened, and the forest whispered, "The great tree is falling."

High on one of its branches lived an eagle that had spent its entire life there. The tree was all it knew, its shelter, comfort, and identity. Watching the tree decay filled the eagle with fear.

One evening, an old owl landed beside it and said, "If you stay tied to what is dying, you will die with it." The eagle trembled. "But this tree is all I have ever known," it replied.

The owl looked into the distance and answered, "Then it is time to discover who you are beyond the tree."

That night, a violent storm swept through the forest. Thunder roared, winds crashed against the ancient trunk, and before dawn, the mighty tree finally collapsed.

When morning came, the forest mourned the fallen giant.

But high above the clouds, the eagle was soaring. For the first time, it realized the tree had never been its strength. Its wings were.

The eagle flew farther than it had ever imagined, crossing mountains and discovering worlds beyond the forest. Losing the tree had forced it to become what it was always created to be.

Years later, young birds asked the eagle, "How did you survive when the great tree fell?"

The eagle smiled and replied, "The fall of the tree was not the end of my life. It was the beginning of my reinvention."

And the forest understood a powerful truth: sometimes what feels like destruction is actually transformation. Reinvention begins the moment we stop clinging to what was and start becoming what we were meant to be.

# What Is Mental Health?

Mental health refers to our emotional, psychological, and social well-being. It affects how we think, feel, act, make decisions, and relate to others.

## Why is it important?

- Helps us manage stress effectively
- Supports productivity and relationships
- Contributes to overall life balance

## Signs you may need mental health support:

- Feeling anxious or sad constantly
- Lack of motivation or energy
- Trouble sleeping or eating
- Withdrawing from social activities
- Feeling numb, confused, or easily irritated

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# HOW THE BRAIN REWIRES IDENTITY.

True reinvention is rarely dramatic in the beginning. Long before the visible transformation, before the new career, business, or lifestyle emerges, there is an invisible psychological battle taking place within the mind.

Reinvention is not a surface level makeover. It is the restructuring of identity. It requires a person to dismantle the mental patterns that once kept them safe, predictable, and comfortable. That is why change feels so difficult. The mind is designed to protect familiarity, even when familiarity is limiting growth.

Once people form identities such as “I am not a leader” or “This is just who I am,” the brain begins defending those beliefs. When a person suddenly decides to evolve, the mind often interprets growth as danger. This creates psychological tension because new actions begin to challenge old beliefs. Someone who has spent years remaining invisible may feel fear the moment they begin stepping into leadership, visibility, or ambition.

Reinvention also requires grieving old versions of yourself. Human beings become emotionally attached to familiar identities, even unhealthy ones, simply because they are predictable. Letting go of who you used to be can feel like losing a part of yourself before the new version has fully formed.

This creates what psychologists describe as the liminal space, the uncomfortable middle between the old identity and the new one. It is a season marked by uncertainty, confusion, self doubt, and the temptation to retreat back to what feels safe. Yet this messy middle is where transformation truly happens.

It is within discomfort that the brain begins to rewire itself. Neuroplasticity, the mind’s ability to form new neural pathways, only develops when a person repeatedly challenges old patterns with new behavior. Growth is not created by motivation alone. It is created through evidence. Every difficult conversation, every small risk, every unfamiliar step teaches the mind that change is possible.

That is why lasting reinvention begins with identity rather than achievement. The shift is no longer “I want to write a book,” but “I am becoming a writer.” It is no longer “I want confidence,” but “I am becoming someone who speaks boldly.” The mind changes when actions begin aligning with a new internal narrative.

People often believe they are trapped by circumstances, yet many are trapped more by the stories they repeat about themselves. Reinvention begins the moment those stories are rewritten. The old mindset says, “I am stuck here.” The new mindset says, “I am building the capacity to evolve.”

The discomfort that comes with reinvention is not proof that you are failing. It is evidence that an old identity is collapsing to make room for a larger one. Reinvention is not becoming someone else. It is outgrowing the version of yourself that was too small for your potential.



## I STARTED WITH 13 CLIENTS AND A VISION.

Hi Next Generation,

If life has taught me anything, it is that your beginning does not determine your ending. I was born and raised in Zambia with dreams bigger than my environment and a deep desire to create a life of impact. Like many young people, I understood uncertainty, pressure, and the fear of stepping into the unknown. But I refused to allow my background or circumstances to define the limits of my future.

After graduating with a degree in Information Technology, I entered the corporate world searching for stability. Yet deep inside, I knew I was created for more than comfort and routine. Only five months into my job, I made one of the hardest decisions of my life: I resigned. Many people thought it was reckless to walk away from security without guarantees of success, but I learned early that comfort can become the greatest enemy of purpose.

The journey that followed was not easy. There were seasons of uncertainty, sacrifice, and delayed results. In 2013, I started ER Financial with only thirteen clients and a vision few people could see. Today, that same vision has grown into a company serving thousands while creating opportunities and impact across communities.

Through every stage of my journey, I have learned that greatness is not built through excuses. It is built through discipline, faith, consistency, and the willingness to keep moving forward when progress feels slow.

To the next generation, understand this: the world is changing rapidly, and you cannot afford to remain stagnant. You must be willing to grow, adapt, learn new skills, and continuously reinvent yourself.

Do not allow fear to stop you from pursuing your vision. Do not allow comfort to imprison your potential. Some of the greatest opportunities in life only appear after you step beyond familiarity.

There will be moments when people doubt your vision or misunderstand your ambition. Keep building anyway. Every great journey begins with small, uncertain steps taken consistently over time.

Most importantly, never allow your background to become your excuse. Where you begin does not determine how far you can go. Your discipline, mindset, faith, and persistence will always matter more than your starting point.

Africa does not need another generation waiting for opportunities. It needs a generation willing to create them.

Keep growing. Keep building. Keep believing.  
Your story is still being written.

**Elijah Mwape**  
Founder & CEO, ER Financial



**“YOUR GREATEST  
LIMITATION IS OFTEN  
THE VERSION OF  
YOURSELF YOU REFUSE  
TO OUTGROW.”**

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.



+260 954 178 181



dcntalasha@gmail.com



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