

PRIME EDITION, ISSUE 70

arise

AFRICA MAGAZINE

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BEYOND THE BALANCE SHEET

HOW MEMORY BANDA IS BUILDING WEALTH, WISDOM, AND A LEGACY OF IMPACT





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PURPOSE OVER POPULARITY

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Hi Visionaries,

We are living in one of the most distracted generations in history, where attention is often mistaken for value and popularity for significance. Social media rewards visibility, causing many to pursue recognition instead of becoming truly valuable.

Yet history has never been shaped by the most visible people. It has been shaped by people of purpose. The leaders who transform nations, industries, and generations are not driven by applause but by assignment. They understand that purpose demands discipline, resilience, sacrifice, and the courage to remain focused when recognition is delayed.

Welcome to this edition of ARISE Africa Magazine: Purpose Over Popularity.

In these pages, we explore purpose-driven leadership, disciplined vision, emotional resilience, and transformational influence. We celebrate African entrepreneurs, innovators, and changemakers who understand that success is measured not by attention, but by impact.

The future belongs to those who stay focused while the world grows distracted. Trends change. Public opinion shifts. Popularity fades. Purpose endures because it creates legacy.

As you read this edition, ask yourself one question: Are you building your life around applause or assignment? Popularity may attract attention, but purpose changes lives.

Africa does not need another generation chasing visibility. It needs disciplined leaders with the courage to carry vision, create value, and transform lives. The future of our continent will be shaped by those who choose meaning over attention, execution over performance, and purpose over popularity.

Protect your vision. Stay focused. Lead with purpose. Build a legacy that outlives you.

*David Ntalasha Chisha
Visionary*

PURPOSE OVER POPULARITY

WHY PURPOSE IS BECOMING AFRICA'S GREATEST ADVANTAGE.

Africa's future will not be destroyed by a lack of talent. It will be destroyed by distraction. In every generation, there are two kinds of people. The first group chases attention, visibility, and public approval, while the second group focuses on building impact, value, and long term transformation. At first, the difference is not obvious because popularity creates visibility quickly and attention often looks powerful in the moment. But over time, the gap becomes undeniable. One group becomes temporarily known, while the other becomes permanently valuable. Attention creates noise, but purpose creates transformation. Modern culture aggressively rewards visibility. Social media platforms are designed to reward performance, trends, and constant exposure, creating a generation pressured to announce every achievement, document every moment, and perform success publicly. Yet behind curated images and online confidence, many people privately feel distracted, emotionally exhausted, anxious, and disconnected from meaningful direction. Global mental health studies continue to show rising levels of anxiety and emotional burnout among young people, particularly in highly digital environments driven by comparison culture and validation seeking. This is because human beings were never designed to survive on attention alone. They were designed for purpose.

THE PSYCHOLOGY OF PURPOSE

Psychologists consistently identify meaning and purpose as some of the strongest contributors to emotional resilience, long term fulfillment, and mental endurance. Research published in the Journal of Positive Psychology found that individuals with a strong sense of purpose demonstrate greater emotional stability, recover faster from failure, and maintain higher levels of long term motivation. Studies from institutions such as Harvard and Stanford have also linked purpose driven living to improved mental health, stronger discipline, and greater life satisfaction. Purpose organizes human energy. Without purpose, distraction becomes dangerous because people begin reacting emotionally instead of thinking strategically. Without purpose, individuals become vulnerable to insecurity, comparison, trends, and external validation. This explains why many talented people struggle despite their potential. They are active but not aligned, visible but not impactful, and busy but not focused. This has become one of the greatest battles facing Africa's younger generation. According to United Nations estimates, more than 70 percent of sub-Saharan Africa's population is under the age of 30, making Africa the youngest continent in the world. This generation carries enormous potential, but it also faces enormous distraction. Too many gifted young Africans are abandoning vision in exchange for short term attention. They are becoming addicted to appearing successful instead of becoming valuable. Purpose driven individuals operate differently. They think long term, embrace discipline, protect focus, and prioritize growth over applause because they understand that real success is usually built privately long before it becomes visible publicly.

PURPOSE CREATES ENDURANCE

Every transformational African leader carried a vision larger than personal comfort. Nelson Mandela endured 27 years of imprisonment because purpose was bigger than pain. Wangari Maathai faced criticism and political resistance while building the Green Belt Movement because purpose was stronger than opposition. Strive Masiyiwa survived years of rejection and legal battles before building one of Africa's largest telecommunications companies because purpose refused to surrender. Purpose gives people unusual emotional strength because they understand that temporary discomfort is often necessary for long term transformation. People without purpose often quit when pressure arrives because their motivation depends on comfort, recognition, or quick results. People with purpose adapt strategically because they are connected to something greater than temporary emotion.



History consistently proves that the people who change nations are rarely the ones chasing validation. They are the ones willing to remain disciplined long after excitement disappears.

INSTITUTIONS BUILT THROUGH PURPOSE

Some of Africa's most respected institutions were not built through hype or visibility. They were built through discipline, long-term thinking, and mission-driven leadership. Dangote Group grew through decades of industrial expansion, strategic investment, and consistency, becoming one of Africa's largest manufacturers and employers. African Leadership Academy was created to develop ethical African leaders capable of transforming the continent through innovation and entrepreneurship. Safaricom transformed financial access across East Africa through M-Pesa by solving a real African problem instead of chasing trends. Purpose-driven institutions outlast hype because they are built around contribution, not attention. Attention attracts people temporarily. Value sustains influence for generations.

NATIONS THAT CHOSE LONG-TERM VISION

Purpose transforms nations as much as individuals. Rwanda rebuilt its national systems through discipline, strategic governance, and long-term planning after one of the darkest periods in modern African history. Investments in healthcare, infrastructure, education, and technology helped position Rwanda among Africa's fastest-growing and most organized economies. Botswana rose from one of the poorest nations at independence to one of Africa's most stable economies through disciplined leadership, institutional development, and responsible resource management. These examples reveal a powerful truth: nations rise when leadership becomes purpose-driven rather than popularity-driven.

THE FUTURE BELONGS TO FOCUSED BUILDERS

Africa is entering one of the most defining eras in its history. According to United Nations projections, one in every four people on Earth will be African by 2050, making the continent increasingly influential in business, innovation, culture, and global development. But the future will not be shaped by visibility alone. It will be shaped by disciplined entrepreneurs, ethical leaders, innovators, educators, and problem-solvers committed to building what matters. The next generation must understand this clearly: the goal is not simply to become famous. The goal is to become useful. Popularity attracts attention temporarily. Purpose transforms nations permanently. The generation that will shape Africa's future will not be the loudest. It will be the most disciplined, focused, and purposeful. History does not remember everyone who was visible. It remembers those who built what mattered.

“POPULARITY ASKS, ‘WHO IS WATCHING?’ PURPOSE ASKS, ‘WHO IS BEING TRANSFORMED?’”



THE DANGEROUS COST OF CHASING VALIDATION.

One of the greatest psychological traps in modern society is validation addiction. Human beings naturally desire acceptance, recognition, and belonging. But when approval becomes the primary source of identity, people begin making decisions based on perception instead of conviction. They stop asking what is right and start asking what will be applauded. This creates a dangerous form of leadership weakness.

Validation-driven individuals fear criticism excessively, change their identity constantly, follow trends blindly, seek attention compulsively, avoid difficult decisions, and compromise values for acceptance. Their confidence becomes unstable because it depends entirely on public reaction. The moment applause disappears, uncertainty takes over.

Purpose-driven leaders operate differently. They are guided by principles rather than popularity. They understand that meaningful leadership often requires disagreement, sacrifice, and emotional resilience. They do not abandon conviction simply because it becomes unpopular.

History repeatedly proves that transformational people are rarely understood immediately. Noah built before people believed. Nelson Mandela endured before the world celebrated him. Visionaries often appear strange before they appear successful because purpose usually demands endurance long before recognition arrives.

Behavioral psychology shows that social approval activates reward systems within the brain, which explains why praise, attention, and recognition can become emotionally addictive. Yet dependence on validation creates emotional instability because identity becomes controlled by external reaction rather than internal conviction.

Purpose restores stability. When people know who they are and why they exist, criticism loses the power to redirect their lives. Rejection may wound them emotionally, but it does not destroy their direction. They remain anchored in assignment rather than trapped by opinion.

The world ultimately remembers builders more than performers. Many people become temporarily popular, but very few become permanently impactful because influence sustained over decades requires character, discipline, emotional maturity, vision, integrity, and endurance.

Purpose protects people from becoming prisoners of public opinion. And in a distracted generation where attention shifts constantly, focus has become a superpower.

PARTNER SPOTLIGHT

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HOW MEMORY BANDA IS BUILDING WEALTH, WISDOM, AND A LEGACY OF IMPACT.

Success is often measured by promotions, awards, or financial achievement. For Memory Banda, however, success is measured by lives transformed through financial literacy, professionals inspired to pursue excellence, and communities empowered to make informed financial decisions. Behind every qualification and recognition lies a story of discipline, purpose, and a conviction that knowledge has its greatest value when it is shared. Guided by her personal tagline, "Be Money Smart," she has dedicated her career to helping people make informed financial decisions that create lasting prosperity. From the classrooms of Zambia to public service in Canada, her journey demonstrates that while careers are built through competence, legacies are built through service.

A FOUNDATION BUILT ON EXCELLENCE

Born in Ndola, Zambia, Memory Banda displayed an early passion for learning. She attended Perseverance and Kanini Primary Schools before enrolling at Mazabuka Girls Convent School, where she excelled in Mathematics and served as Head Girl in 2006. Even then, she demonstrated the discipline and leadership that would shape her future. To Memory, accounting represented more than numbers. It was a pathway to accountability, sound decision-making, and sustainable growth. That conviction drove her academic journey from ZAMIM, where she earned her CAT qualification, to ACCA, earning national recognition for achieving the highest marks in Zambia in Paper T8 in 2009.

Her pursuit of excellence continued with a Master of Science in Accounting and Finance from ZCAS University, graduating with Distinction and receiving the Best Graduating Student in the School of Business award. Rather than viewing education as a milestone, she embraced it as a lifelong commitment, believing that "where there is a will, there is a way."

EVERY OPPORTUNITY BECAME A STEPPING STONE

Memory's career reflects years of steady growth rather than overnight success. She began as an Audit Assistant with Matutu and E. Minja Chartered Accountants, where she built a strong foundation in auditing, compliance, and financial reporting. In 2014, she joined the Non-governmental Gender Organisations' Coordinating Council (NGOCC) as a Grants Accounts Officer before rising to Accountant. There, she strengthened financial systems, managed donor-funded programmes, and developed expertise in reporting, payroll, budgeting, and internal controls. Each role reinforced a principle she continues to uphold: trust is the foundation of financial leadership. Today, she is a practising accountant in Nova Scotia, Canada, a milestone that reflects both her professional excellence and the growing global recognition of African talent. While her workplace changed, the values guiding her career; integrity, discipline, continuous learning, and putting God first in everything she does have remained constant.

BEYOND NUMBERS, BEYOND PROFIT

Although accounting is her profession, empowering people has become her purpose. Memory believes financial literacy should be accessible to everyone, not reserved for financial professionals. As a financial literacy educator, investment advocate, mentor, and content creator, she has dedicated herself to helping individuals make informed financial decisions and build lasting financial security. Whether coaching young professionals, training organisations, or encouraging aspiring investors, she shares practical knowledge that enables people to manage money with confidence and purpose. Her work reflects a simple but powerful belief: financial freedom begins with financial education. She often says, "If you help others grow, you will create a beautiful garden for yourself," a philosophy that continues to shape her work and influence.

LEADERSHIP ROOTED IN SERVICE

For Memory, leadership is measured not by position but by impact. As a Board Member of Care Cooperative Savings and Credit Society, a Board Member of LevelUP Investment Cooperative, and a mentor, she has consistently used her expertise to strengthen institutions and empower others. She believes leadership is about creating opportunities for people to grow, and she remains committed to developing future professionals through guidance, mentorship, and service. Her influence extends well beyond financial statements, reaching individuals and communities seeking knowledge, confidence, and direction.

BALANCING PURPOSE WITHOUT EXCUSES

One of the most inspiring aspects of Memory's journey is her ability to pursue excellence while balancing multiple responsibilities. She is a devoted wife, a mother, a full-time finance professional, a board leader, a mentor, and a lifelong student. Alongside these commitments, she continues to pursue professional qualifications, create financial literacy content, read extensively, attend development programmes, and invest in continuous learning. Former supervisors often asked, "Memory, how do you manage all these responsibilities and still deliver excellently at work?" The answer lies in the discipline, determination, and purpose that define her life. She describes herself as goal and results-oriented, believing that excellence should be the standard in everything she does. Her story challenges the belief that busy schedules limit personal growth. Instead, it demonstrates that success is built through disciplined choices made consistently over time. Behind every qualification and achievement are years of commitment, sacrifice, and perseverance.

RECOGNITION THAT REFLECTS REAL IMPACT

Recognition carries the greatest meaning when it reflects lives changed. For Memory Banda Simwaba, three prestigious awards stand as evidence of her unwavering commitment to advancing financial literacy and economic empowerment.

THE LEGACY QUOTE

**"THE BEST INVESTMENT ANY
PROFESSIONAL CAN MAKE IS CONTINUOUS
LEARNING BECAUSE KNOWLEDGE
COMPOUNDS OVER TIME."**

MS MEMORY BANDA SIMWABA





In 2024, she received the Bank of Zambia Governor Award in recognition of her outstanding contribution to financial education. She built on this achievement in 2025, earning the Bank of Zambia Governor Award for Outstanding Individual Contribution to Financial Literacy Education for her role in advancing Zambia's National Strategy on Financial Education and empowering thousands with practical financial knowledge. Her influence extends beyond Zambia. In 2025, Memory Banda was honoured with the United Nations Woman of Distinction Award, presented at the United Nations Headquarters in New York during the 69th Session of the Commission on the Status of Women (CSW69). The award recognised her contribution to Sustainable Development Goal 1: No Poverty through financial literacy and investment education. Together, these honours reflect more than professional excellence. They recognise a leader whose work is creating lasting economic opportunities, strengthening communities and proving that true success is measured by the lives transformed.

NEVER STOP BECOMING

Despite an already distinguished career, Memory continues to pursue new challenges. She is currently completing the CPA Professional Education Program (PEP) in Canada while expanding her expertise through certifications in investment advisory, financial services, mentoring, and gender statistics. Her commitment to lifelong learning reflects a belief that growth never ends. Through reading, research, professional development, and mentorship, she continues to invest in herself so she can create greater value for others.

THE LEGACY OF STARTING

Memory Banda's journey reminds us that extraordinary lives are built through ordinary decisions made consistently over time. Every examination passed, every person mentored, every community empowered, and every opportunity embraced has contributed to a legacy that extends far beyond accounting. Her guiding words capture the spirit of her remarkable journey: "The best way to begin is to begin. Get up and do something." In a world fascinated by instant success, Memory demonstrates that lasting influence is built through discipline, resilience, unwavering faith, and purposeful service. Her story is not simply about professional achievement; it is about using knowledge to uplift others, turning expertise into impact, and proving that true success is measured not only by what we accomplish, but by the lives we inspire along the way.

THE LEGACY FRAMES



PARTNER SPOTLIGHT

BLACK EMINENCE

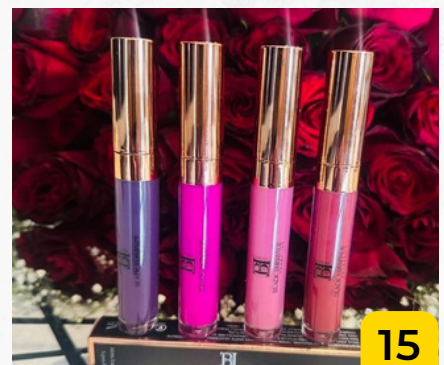
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BEFORE OXFORD, BEFORE LAZ: 10 THINGS I WOULD TELL MY YOUNGER SELF



If I could sit down with my younger self today, these are the lessons I would share:

1. Dream Beyond What You Can Currently See.

One day, a young law student from the University of Zambia will walk through the halls of Oxford University as a Rhodes Scholar. Don't allow your circumstances to define the size of your vision. Your future is bigger than you think.

2. Excellence Will Take You Places Talent Alone Cannot.

Earning a law degree with Merit was important, but what mattered even more was developing discipline, consistency, and a strong work ethic. Excellence is not an event; it is a habit.

3. Leadership Begins Long Before the Title.

Serving as President of the Law Students Association taught me that leadership is not about position. It is about influence, responsibility, and service. The title simply reveals what has already been built.

4. Invest in Your Mind Relentlessly.

The opportunities to study at Oxford University and later at the University of Sheffield transformed my perspective. Education remains one of the most powerful investments you can make because knowledge opens doors that few other things can.

5. Stop Comparing Your Journey to Others.

There will be moments when it feels like others are moving ahead faster than you. Don't be discouraged. Every season of studying, teaching, learning, and serving is preparing you for responsibilities you cannot yet see. Progress is not always visible, but preparation is never wasted.

6. Don't Be Intimidated by Big Rooms.

Apply for the scholarship. Submit the application. Take the opportunity. Some of the rooms that will shape your future are the very rooms you will initially feel unqualified to enter. Walk in anyway.

7. Stop Doubting Yourself.

One day you will sit among some of the brightest minds in the world. There will be moments when you question whether you belong. You do. Never let self-doubt talk you out of opportunities that your hard work has prepared you for.

8. Build Competence Before Chasing Recognition.

Before becoming Managing Partner and before leading the Law Association of Zambia, there were years spent learning the profession, serving clients, and mastering the craft. Focus on becoming exceptional, and recognition will eventually find you.

9. Lift Others as You Rise.

Some of the most fulfilling moments of my career have come through teaching, mentoring, and helping young lawyers grow. Success becomes more meaningful when it creates opportunities for others.

10. Remember That Leadership Is Service.

One day, you will have the privilege of serving as President of the Law Association of Zambia. When that day comes, remember that leadership is not about status or power. It is about stewardship. It is about protecting institutions, serving people, and leaving things better than you found them.

Looking back, I would tell my younger self not to chase titles, applause, or recognition. Chase excellence. Chase growth. Chase purpose. Because one day you will discover that success was never about becoming somebody important. It was about becoming somebody useful. And when your journey is measured, it will not be by the positions you held, but by the lives you touched, the people you inspired, and the difference you made.

Mr Arnold Kaluba

THE LEADERSHIP PRINCIPLE OF DELAYED GRATIFICATION.

THE LEADERSHIP PRINCIPLE OF DELAYED GRATIFICATION

One of the strongest predictors of long term success is delayed gratification, the ability to sacrifice short term pleasure for long term reward. In a culture built around instant results, constant entertainment, and digital validation, this principle has become increasingly rare. Yet the people who build lasting influence are often those willing to endure temporary discomfort for future significance. A famous study conducted at Stanford University revealed that children capable of resisting immediate rewards often developed stronger academic performance, emotional control, and long term achievement later in life. The principle remains equally powerful in leadership because meaningful success rarely happens instantly.

THE DISCIPLINE TO THINK LONG TERM

Purpose driven leaders think differently. While others chase comfort, they prioritize preparation. They study while others scroll endlessly through distractions. They build skills while others chase attention. They invest while others spend impulsively. They accept short term sacrifice because they understand that sustainable success is usually built quietly before it becomes visible publicly. Strong leaders constantly ask themselves a more important question: "What future am I building?" That mindset changes decision making completely because it forces people to think beyond temporary emotions and immediate gratification. Elon Musk lived in a small rented office and worked relentlessly during the early years of Tesla and SpaceX while both companies faced repeated financial crises. Years later, those same companies transformed global conversations around electric vehicles and space technology. Long term vision often demands short term sacrifice.

WHY HIGH PERFORMERS MASTER DELAYED GRATIFICATION

Psychologists consistently identify delayed gratification as a defining trait among high performers because it strengthens self control, patience, resilience, and strategic thinking. People who cannot control impulses often struggle to sustain progress because they become emotionally controlled by distractions, pressure, and temporary feelings. Purpose driven individuals learn to master discomfort instead of avoiding it. They understand that discipline is not punishment but preparation. The ability to delay pleasure develops stronger focus, wiser decisions, and greater resilience under pressure. Research published by the American Psychological Association has repeatedly linked self discipline to improved performance, healthier habits, and greater long term achievement across education, leadership, and business.

BUILDERS THINK DIFFERENTLY

This principle separates builders from spectators. Spectators consume while builders create. Spectators seek comfort while builders embrace responsibility. Spectators chase applause while builders pursue impact. Every meaningful vision demands sacrifice before significance. Businesses, institutions, careers, and nations are strengthened by people willing to endure temporary discomfort in exchange for long term transformation. Cristiano Ronaldo is widely recognized not only for talent but for extraordinary discipline, training consistency, and personal sacrifice over decades. His success demonstrates an important truth: sustained greatness is rarely accidental. It is usually the result of repeated disciplined choices made long before the world notices the results.

THE POWER OF TEMPORARY SACRIFICE

Most people desire success eventually, but far fewer are willing to prepare for it consistently. Purpose driven leaders understand that temporary sacrifice is often the price of permanent impact. The difficult seasons, disciplined habits, and unseen preparation eventually become the foundation for visible influence. The future rarely belongs to the most talented first. It usually belongs to the most disciplined. The people who shape the future are rarely those who pursued comfort first. They are usually the ones who remained focused long after distraction became easier. Every great legacy is built twice, first through sacrifice, then through visibility.

THE MAN WHO BUILT FOR APPLAUSE

In a growing African city, two young men started businesses in the same year.

The first man wanted attention quickly. He dressed impressively, rented expensive offices he could barely afford, posted constantly online, and spent more time building visibility than building value. People admired his lifestyle, and his name became popular rapidly.

The second man moved differently. He worked quietly, studied his industry carefully, treated customers with excellence, and focused on solving real problems. While others chased recognition, he concentrated on building systems, relationships, and trust.

For a season, the first man appeared successful. Crowds surrounded him. His lifestyle attracted admiration, and many people assumed he was winning. But over time, pressure exposed the difference between popularity and purpose.

The first business slowly began collapsing under debt, inconsistency, and weak foundations. The image was strong, but the structure underneath it was fragile. When applause disappeared, very little remained.

Meanwhile, the second man continued building steadily. Years later, his company employed hundreds of people, supported families, trained young professionals, and expanded into multiple cities. He was no longer respected merely for visibility. He was respected for value.

One day, a young entrepreneur asked him, "How did you become this successful?"

The man smiled and replied, "When I was younger, I had to choose between looking important and becoming useful. I chose usefulness. Popularity attracts attention temporarily, but purpose creates impact that outlives you."

And that is the danger of chasing applause before assignment. Crowds can make people visible for a moment, but only purpose can make their work endure for generations.

WHAT IS PURPOSE ANXIETY?

Purpose anxiety is the fear of feeling directionless, ineffective, or disconnected from meaningful contribution.

Many young people silently struggle with the pressure to succeed quickly, compare themselves constantly, and prove their worth publicly. Over time, this creates emotional exhaustion, confusion, and lack of direction.

COMMON SIGNS OF PURPOSE ANXIETY:

- Constant comparison
- Fear of falling behind
- Identity confusion
- Emotional exhaustion
- Lack of direction
- Obsession with validation
- Difficulty focusing

HOW TO OVERCOME PURPOSE ANXIETY

1. Stop comparing your beginning to someone else's outcome
2. Develop discipline gradually
3. Focus on contribution instead of competition
4. Protect your mental health intentionally
5. Build daily structure
6. Disconnect from unnecessary distractions
7. Discover your strengths and convictions

Purpose is rarely discovered instantly. More often, it is uncovered through growth, discipline, service, and consistent action.

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PURPOSE OVER POSITION: HOW GLORINE MALOUPÉ IS REDEFINING LEADERSHIP THROUGH SERVICE.

Some careers unfold exactly as planned. Others are shaped by unexpected turns that reveal a greater purpose. For Glorine Maloupe, rejection became redirection. The dream of becoming a financial analyst gave way to a calling in human resources, youth empowerment, and social impact. Today, the Mauritian HR executive and founder of Youth Ambassadors is proving that life's greatest opportunities often emerge from its greatest disappointments.

The Dream That Didn't Happen

With qualifications in banking, finance, and business administration, Glorine envisioned a career in financial analysis. Yet despite her credentials, interview after interview ended in rejection. Rather than allowing disappointment to define her, she chose reflection. Instead of asking why she was being overlooked, she began asking whether she had been created for something different. That question became the turning point that reshaped her future.

Finding Purpose Beyond the Profession

An opportunity in human resources opened a door she had never considered. There, Glorine discovered that her greatest strength was not analysing numbers but developing people. Recruitment became an opportunity to identify potential, while leadership became a platform for empowering others to grow. Over the years, she built extensive experience in recruitment, payroll, employee relations, onboarding, outsourcing, and organisational development, establishing herself as a respected HR professional.

Building a Platform for Young People

Career success alone was never enough. Witnessing rising unemployment and uncertainty among young people inspired Glorine to establish Youth Ambassadors, a platform dedicated to mentorship, leadership development, and connecting youth with opportunities. What began as a simple initiative has grown into a movement that encourages young people to believe in themselves, develop their talents, and pursue purpose with confidence.

Choosing Humanity

Beyond the workplace, Glorine has become a passionate advocate for mental health, gender equality, education, and community empowerment. A defining moment came when she saw a woman unable to withdraw her own money without assistance. It reinforced her belief that true empowerment begins with dignity, education, and inclusion. For Glorine, meaningful development is measured not by technology or titles, but by how many lives are transformed.

The African Leadership We Need

Across Africa, a new generation of leaders is emerging, not defined by position, but by purpose. Glorine Maloupe represents this generation. Her journey demonstrates that professional success is most powerful when it creates opportunities for others. The interviews she never passed became the pathway to the mission she was meant to fulfil, reminding us that purpose often begins where our original plans come to an end.

THE PSYCHOLOGY OF DESTINY DRIVEN LEADERSHIP.

Destiny driven leaders think differently. While average thinking focuses on comfort, applause, and personal gain, destiny driven individuals focus on responsibility, legacy, and contribution. They understand that leadership is stewardship, and that influence carries accountability far beyond personal success. This mindset transforms behavior completely. Destiny driven leaders think generationally. They carry vision seriously, protect integrity carefully, lead intentionally, embrace sacrifice, and remain resilient under pressure. They understand that true leadership is not measured by visibility alone, but by the ability to build systems, develop people, solve problems, and create lasting impact. Throughout African history, the continent's greatest transformations have often been driven by leaders willing to think beyond themselves. Builders of institutions, economies, movements, and educational systems understood that leadership was never meant to serve ego alone. It was meant to serve people, responsibility, and future generations.

THE INTERNAL DIFFERENCE

Purpose driven individuals are internally anchored. Because their identity is rooted in conviction, they are less controlled by trends, public opinion, temporary emotions, external validation, or fear of criticism. This internal stability gives them emotional discipline during pressure and clarity during uncertainty. While many people are distracted by noise, purpose driven leaders remain focused on assignment. Psychologists consistently identify internal purpose as one of the strongest foundations for resilience and emotional stability. People who possess clear direction often recover from adversity faster because their identity is not entirely dependent on external approval. Their confidence is built from conviction rather than applause. This is what separates destiny driven leaders from attention driven individuals. Attention driven people are controlled by reaction. Purpose driven people are controlled by vision.

THE AFRICAN LEADER OF THE FUTURE

Africa is entering one of the most important periods in its modern history. According to United Nations projections, one in every four people on Earth will be African by 2050. This means the continent will increasingly shape global culture, business, innovation, labor, and economic growth. But demographic advantage alone will not transform Africa. The continent's future will depend heavily on the quality of its leadership. Africa requires disciplined builders, ethical innovators, strategic thinkers, emotionally intelligent leaders, and solution oriented institutions committed to solving real African problems. The African leader of the future must be visionary enough to inspire, disciplined enough to execute, ethical enough to protect people, and resilient enough to endure pressure without losing integrity. The continent does not simply need more visible people. It needs more responsible people. Because destiny without discipline eventually collapses. Leadership without integrity eventually becomes dangerous. And influence without purpose eventually becomes empty. The future of Africa will not be built by spectators of history. It will be built by disciplined architects of transformation.



THE SILENT POWER OF PURPOSE.

Dear Future Generations,

If there is one lesson my journey has taught me, it is this: purpose will take you further than popularity ever can.

In a world obsessed with visibility, many people spend their lives chasing attention. Yet the most meaningful achievements are rarely built in the spotlight. They are built through discipline, preparation, and a commitment to growth when no one is watching.

My story did not begin in executive boardrooms. It began in a classroom at Chinsali Girls Secondary School, where I learned the values of hard work, resilience, and consistency. Long before leadership positions and corporate success, I focused on developing myself, trusting that preparation would eventually create opportunity.

Throughout my career in finance, auditing, and business leadership, I discovered that true leadership is earned long before it is recognized. The years spent building competence, character, and credibility became the foundation for every opportunity that followed. Success was never an event; it was a process.

I continued investing in my education and professional growth because I understood a simple truth: leaders who stop learning eventually stop leading. Growth is not optional for those who aspire to make a lasting impact.

One of the greatest challenges facing your generation is the temptation to choose popularity over purpose. Popularity seeks applause. Purpose seeks impact. Popularity focuses on being noticed. Purpose focuses on creating value. While popularity is temporary, purpose leaves a legacy.

My faith has taught me that leadership is ultimately about service. The true measure of success is not how far you rise, but how many people rise because of your influence.

As you pursue your dreams, do not be discouraged by slow progress or unseen effort. Some of the most important work you will ever do will happen in seasons of preparation. Keep learning. Keep building. Keep growing.

The future will not be shaped by the loudest voices. It will be shaped by disciplined builders, courageous thinkers, and purpose-driven leaders committed to excellence.

Choose purpose over popularity. Choose contribution over attention. Choose legacy over recognition. When your story is written, may you be remembered not for how visible you were, but for the difference you made.

*With faith and hope,
Mildred Bwalya Chica*

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BUILT BY PEOPLE CHASING APPLAUSE.
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