

PRIME EDITION, ISSUE 75

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AFRICA MAGAZINE

THE INFLUENCE
PRINCIPLE.

THE SECRET OF GREAT
LEADERS.

**DON'T EDIT YOUR
DREAMS**

THE RISE OF ZION NATASHA PHIRI



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THE VISIONARY

DAVID NTALASHA CHISHA

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Dear Young Visionaries,

Every generation produces famous people. Only a few produce influential leaders.

Fame attracts attention. Influence changes direction. One fills stadiums; the other shapes civilizations. In an age where millions chase followers, genuine influence has become increasingly rare. Visibility is easy to achieve, but credibility must be earned. Influence has never been about popularity. It has always been about character.

History's greatest architects were not the loudest voices, they were the strongest examples. Nelson Mandela influenced reconciliation. Wangari Maathai inspired environmental stewardship. Strive Masiyiwa reshaped African entrepreneurship through vision and innovation. Their greatest message was not found in their speeches, but in their lives.

Africa does not simply need more talented people. It needs trustworthy leaders whose words carry weight because their lives have earned the right to be heard. Real influence is forged long before it is recognized. It is built through discipline, strengthened by integrity, sustained by consistency, and multiplied through service.

This edition is an invitation to pursue significance rather than recognition. It is a call to become the kind of leader whose influence continues to shape lives long after the applause has faded.

Your greatest achievement will never be how many people know your name. It will be how many lives are different because you lived.

David Ntalasha Chisha

Visionary, Arise Africa Magazine

THE INFLUENCE ECONOMY

WHY TRUST HAS BECOME THE WORLD'S MOST VALUABLE CURRENCY

For centuries, wealth determined power. Today, influence does. Ideas now travel faster than products, a single speech can inspire millions, one innovation can transform an entire industry, and one courageous decision can alter the course of a nation. Technology has fundamentally changed how influence is created and distributed. A young entrepreneur in Lusaka can build a business that serves customers across continents, a software developer in Nairobi can create solutions used around the world, and a teacher in Kigali can educate thousands through digital platforms. Never before in history has one individual possessed the ability to shape so many lives from a single idea.

In this new era, the world's most valuable currency is no longer money alone. It is trust. Influence grows wherever trust is established, which is why respected companies invest heavily in their reputation, governments work tirelessly to protect their credibility, and organizations search for leaders whose character matches their competence. While people may admire talent, they ultimately follow those they believe. The opportunities that shape careers, businesses, and nations are rarely awarded on the basis of visibility alone. They are entrusted to people whose integrity has been tested and proven over time.

The 2025 Edelman Trust Barometer found that trust remains one of the most valuable assets in modern society, with business leaders increasingly expected to demonstrate competence, ethical leadership, and transparency. In the Influence Economy, credibility has become a competitive advantage. Reputation opens doors that qualifications alone cannot, and trust creates opportunities that money cannot purchase. The defining question for this generation is therefore no longer, "How do I become famous?" It is, "How do I become trustworthy?"

THE FOUNDATIONS OF LASTING INFLUENCE

Character Before Recognition

Every lasting influence begins with character. Trust is established when values are consistently reflected in everyday decisions, especially when no one is watching. People eventually stop evaluating what a leader says and begin observing how that leader lives. Character transforms words into credibility, and credibility transforms influence into something that endures. Before people believe in a vision, they must first believe in the person presenting it.

Competence Creates Credibility

Character earns respect, but competence sustains it. Good intentions alone cannot solve problems or create meaningful change. Throughout history, influential leaders have distinguished themselves not merely by their convictions but by their ability to produce results. Every responsibility fulfilled with excellence becomes another investment in credibility. Influence is strengthened whenever knowledge, discipline, and skill are combined with integrity.

Build More Than You Broadcast

Modern culture rewards visibility, yet history rewards preparation. Many people spend more time promoting themselves than improving themselves, forgetting that the strongest foundations are always invisible. Great buildings stand because of what lies beneath them, and towering trees survive because of roots no one sees.

The same principle applies to leadership. Excellence developed quietly eventually becomes impossible to ignore. Long before success becomes visible, it is cultivated through disciplined habits, continuous learning, and faithful stewardship of ordinary responsibilities.

Service Multiplies Influence

Leadership reaches its highest expression through service. People willingly follow leaders who genuinely seek their growth rather than personal recognition. Influence rooted in service builds trust, strengthens communities, and creates opportunities for others. The leaders who leave the deepest mark on history are remembered not because they accumulated power, but because they used their influence to improve the lives of those around them. Leadership is ultimately measured not by how many people serve you, but by how many people become stronger because you served them.

Accountability Builds Confidence

Trust is not built on perfection but on honesty. Every leader will experience failure, make mistakes, and encounter moments of uncertainty. What separates influential leaders from the rest is their willingness to accept responsibility, learn from their shortcomings, and remain transparent when circumstances demand humility. Accountability strengthens confidence because people trust leaders who value truth more than appearance. Authentic leadership is not the absence of failure but the courage to grow from it.

THE LONG GAME

The Influence Economy rewards those who choose substance over popularity and significance over recognition. Fame may attract attention for a season, but influence is built patiently over a lifetime through character, competence, consistency, and service. Africa's future will not be shaped by those who seek to become famous, but by those who dedicate themselves to becoming trustworthy.

One day, your life will be summarized in ways you cannot control. People will not remember the number of followers you accumulated or the titles you collected nearly as much as they will remember the lives you touched, the opportunities you created, and the hope you inspired. The true measure of influence is not how many people knew your name, but how many people became better because you lived. History rarely remembers those who demanded attention. It remembers those whose lives became impossible to ignore.

THE ARISE QUOTE

"THE FIRST BATTLE FOR EVERY GENERATION IS NOT FOR TERRITORY, IT IS FOR IDENTITY. WHOEVER WINS THAT BATTLE DETERMINES THE FUTURE."



BUILDING A PERSONAL BRAND THAT MATTERS

In the digital age, it is easy to confuse visibility with influence. We admire carefully curated profiles, polished logos, and growing numbers of followers, often assuming they define a personal brand. They do not. Your brand is not your logo. It is your reputation.

A logo is what you choose to present to the world. A reputation is what the world confirms about you when you are no longer in the room. It is shaped by your character, strengthened by your work ethic, and revealed through the quality of your decisions. Long before people remember your achievements, they remember how you made them feel, whether they could depend on you, and whether your actions consistently matched your words.

Legendary investor Warren Buffett once remarked that "It takes twenty years to build a reputation and five minutes to ruin it." His observation captures one of leadership's greatest truths: reputation is built slowly through countless right decisions, yet it can be damaged in a single moment of poor judgment. Character, therefore, is not simply a virtue; it is one of the greatest investments a leader can make.

Every conversation, every commitment, and every decision either strengthens your reputation or quietly erodes it. Every promise you keep builds confidence. Every responsibility you carry with excellence increases credibility. Every act of integrity adds lasting value to your name. A strong personal brand is never manufactured through clever marketing. It is earned through consistent character.

To understand the strength of your personal brand, ask yourself a few honest questions. Would people describe me as reliable? Am I known for excellence rather than convenience? Do I finish what I start? Would others trust me with greater responsibility? The answers to these questions reveal far more about your brand than any résumé, website, or social media profile ever could.

The world's most respected leaders understand that reputation is built in ordinary moments rather than extraordinary ones. It is shaped in meetings where no recognition is given, in commitments that are honoured when no one is watching, and in difficult decisions where integrity is chosen over convenience.

Research consistently shows that while technical skills may open the door to opportunity, trustworthiness, reliability, and integrity are the qualities that sustain leadership over the long term. People may admire your talent, but they will remember your character.

Do not spend your life trying to become known. Spend it becoming trustworthy. A reputation built on character will open doors that talent alone never can. Long after your achievements have faded from memory, your influence will continue through the lives you shaped, the opportunities you created, and the example you left behind.

Your personal brand is not what you say about yourself. It is the story your life tells when you are no longer there to tell it.

DON'T EDIT YOUR DREAMS: THE RISE OF ZION NATASHA PHIRI

Some careers are carefully planned. Others are forged through perseverance. For Zion Natasha Phiri, the path to becoming one of Zambia's emerging voices in entrepreneurship and financial literacy was defined not by perfect timing, but by an unwavering refusal to abandon her dreams.

Today, she is recognised as an award-winning entrepreneur, lawyer, financial literacy and investment educator, business consultant, and public speaker. Yet behind the accolades lies a story that resonates with many young Africans whose ambitions have been tested by circumstance.

As a young girl, Zion dreamed of becoming a lawyer. Financial and personal challenges delayed that dream for several years after high school. Rather than allowing those setbacks to dictate her future, she remained committed to her vision. She eventually earned a Bachelor of Laws (LLB) before advancing her leadership journey through an Executive MBA in Leadership and Wealth Creation. That experience shaped a personal philosophy she now shares with thousands: "Do not edit your dreams because of your current circumstances."



BUILDING BUSINESSES WITH PURPOSE

Entrepreneurship has become one of Africa's most powerful drivers of economic transformation, and Zion Natasha Phiri is contributing to that movement by building businesses that create value beyond profit. As the Founder and CEO of Zionyt Spa, she has developed a wellness brand that combines professional excellence with community impact. While the spa has established itself within Zambia's growing wellness industry, its broader contribution lies in empowering people through skills development and entrepreneurship. Over the years, Zion has trained more than 100 women in cosmetology, equipping them with practical, income-generating skills that have opened doors to employment, business ownership, and financial independence. Her approach reflects a growing recognition that sustainable economic development begins with empowering individuals to create opportunities for themselves.

MAKING FINANCIAL LITERACY ACCESSIBLE

Across Africa, conversations about wealth creation are increasingly shifting from income generation to financial education. Zion has positioned herself at the centre of that conversation. As a financial literacy and investment educator, she has dedicated her work to helping individuals, entrepreneurs, and organisations understand the principles of wealth creation, investing, business growth, and financial management. Her sessions combine practical business experience with accessible financial education, making complex concepts relevant to everyday life. Her expertise has earned her regular appearances on ZNBC TV's Smooth Talk and numerous television and radio platforms, where she discusses entrepreneurship, investment, leadership, and personal finance. Whether addressing corporate executives, university students, church leaders, or aspiring entrepreneurs, her message is consistent: financial freedom begins with knowledge, discipline, and intentional decision-making.

LEADERSHIP BEYOND BUSINESS

While entrepreneurship remains central to her work, Zion's influence extends well beyond the boardroom. Through consulting and capacity-building initiatives, she advises organisations on strategic planning, organisational development, branding, customer experience, conflict resolution, sales, marketing, and business management. She also mentors emerging entrepreneurs through Thrive Corp, sharing practical insights on leadership, innovation, and sustainable business development. Her work reflects a leadership philosophy centred on developing people as much as developing enterprises. Rather than viewing leadership as authority, she sees it as the responsibility to create environments where others can thrive.

CHAMPIONING WOMEN'S WELLNESS AND LEADERSHIP

One of Zion's most notable contributions has been her commitment to advancing women's holistic development. She successfully organised Zambia's first Women's Wellness Retreat, bringing together more than 100 women for an experience that blended wellness, entrepreneurship, leadership, and personal development. The initiative recognised that successful leadership requires more than professional achievement; it also depends on physical well-being, emotional resilience, and supportive communities. By creating platforms where women can connect, learn, and grow, Zion continues to broaden the conversation around empowerment beyond economic success alone.

THE LEGACY QUOTE

**"INCOME MAY CHANGE YOUR
LIFESTYLE, BUT FINANCIAL WISDOM
CHANGES YOUR FUTURE."**

MS ZION NATASHA PHIRI





A LIFELONG STUDENT OF LEADERSHIP

Despite her accomplishments, Zion continues to invest in her own growth. Alongside her legal and business qualifications, she has pursued professional development in project management, monitoring and evaluation, leadership, sales and marketing, and organisational development. That commitment to lifelong learning has strengthened her ability to bridge multiple disciplines, combining legal insight, business strategy, financial education, and leadership into a practical model for sustainable impact.

A GROWING NATIONAL VOICE

Over the years, Zion Natasha Phiri has become a familiar face across Zambia's media landscape. Her expertise has been featured on ZNBC, Prime TV, Diamond TV, Millennium TV, TV2, KBN TV, Joy FM, Hot FM, Christian Voice, Capital FM, and numerous other television and radio platforms. She has also addressed churches, universities, professional associations, and corporate organisations, sharing insights on entrepreneurship, wealth creation, leadership, and personal growth. Her growing influence reflects more than media visibility. It reflects the increasing demand for leaders who can combine practical business experience with meaningful social impact.

THE LEGACY SHE IS BUILDING

Zion Natasha Phiri represents a generation of African entrepreneurs redefining success. Rather than separating business from service, she has built a career where entrepreneurship fuels empowerment, financial education expands opportunity, and leadership creates lasting community impact. Her journey demonstrates that resilience can overcome delayed beginnings, education can unlock new possibilities, and purpose-driven leadership can transform lives far beyond the walls of a business. As Zambia continues to nurture a new generation of entrepreneurs and innovators, leaders like Zion Natasha Phiri are helping shape a future where wealth is measured not only by financial success, but also by the number of lives empowered along the way. For those who wonder whether delayed dreams can still become reality, her story offers a compelling answer: they can provided you never stop believing in them.

THE LEGACY FRAMES





TACTICAL LEADERSHIP ADVICE: THE REINVENTION ADVANTAGE

Dr. Dora Siliya's journey offers practical lessons for every leader navigating change, uncertainty, and public pressure.

1. Never Build Your Identity Around Your Title

Titles are temporary. Character, competence, and credibility endure. Build a reputation that outlives your position.

2. Invest in Skills That Outlast Your Role

The most resilient leaders continually learn. Education, expertise, and personal development remain valuable long after a title is gone.

3. Master the Art of Reinvention

Every setback is an opportunity to reposition. Great leaders do not fear change, they adapt, evolve, and emerge stronger.

4. Let Character Carry What Position Cannot

Authority may open doors, but integrity keeps them open. Your influence should rest on who you are, not what you are called.

5. Turn Pressure into Preparation

Criticism, failure, and adversity are leadership classrooms. Every difficult season is preparing you for greater responsibility.

6. Build Influence Beyond the Office

Leadership does not end when your term ends. Create value through mentorship, teaching, writing, philanthropy, or entrepreneurship.

7. Communicate Before You Lead

Leadership begins with understanding people. The ability to communicate clearly, listen deeply, and shape ideas is a strategic advantage.

8. Stay Relevant Through Continuous Growth

The world changes quickly. Leaders who stop learning eventually stop leading. Make personal growth a lifelong discipline.

9. Measure Success by Impact, Not Recognition

The greatest leaders leave behind transformed lives, not just impressive résumés. Lasting influence is measured by the difference you make in others.

10. Lead with a Long-Term Mindset

Think beyond today's victories and setbacks. Build a legacy that will remain valuable long after your current assignment has ended.

Leadership Principle

"Never become irreplaceable in one role; become invaluable in every role."

Strategic Takeaway

The leaders who shape the future are not those who avoid change, but those who learn faster, adapt quicker, and continue creating value regardless of the position they hold.

AFRICA NEEDS BUILDERS, NOT JUST CELEBRITIES

Africa has never lacked talented people. What it needs now is a generation committed to building. The future of this continent will not be determined by those who command the greatest attention, but by those who create the greatest value. Every thriving nation is built by people who look beyond today's applause and dedicate themselves to work that benefits future generations. Africa needs entrepreneurs who create jobs, educators who shape minds, innovators who solve complex challenges, scientists who advance discovery, and leaders who build institutions strong enough to outlive them.

The continent needs builders of businesses that generate sustainable prosperity, schools that cultivate critical thinking, institutions founded on integrity, and ideas that inspire progress. Above all, it needs builders of hope who remind a generation that Africa's greatest days are still ahead.

This is not simply an economic challenge. It is a leadership challenge. Nations rise when ordinary men and women choose to build extraordinary institutions. Every prosperous society is the result of people who invested in systems that outlived their own careers. Roads, universities, hospitals, research centres, businesses, and strong public institutions do not appear by accident. They are built by people willing to sacrifice immediate recognition for lasting significance.

History reminds us that lasting transformation is driven by vision rather than visibility. In Rwanda and Ghana, Zipline has transformed healthcare by delivering blood, vaccines, and essential medicines to remote communities using autonomous drones. Its influence was never measured by popularity but by the lives it saved. Across Africa, entrepreneurs, engineers, educators, healthcare professionals, and community leaders are quietly reshaping the continent, proving that the greatest influence belongs to those who solve meaningful problems.

Africa stands at one of the most important moments in its history. By 2050, nearly one in every four people on Earth will be African. This demographic advantage will become either our greatest strength or our greatest missed opportunity. A young population without vision becomes a burden. A young population equipped with knowledge, character, and purpose becomes one of the greatest forces for transformation the world has ever seen.

Young Africans must therefore move beyond consuming content and begin creating value. The next generation of influence will belong to those who create employment rather than dependency, innovation rather than imitation, solutions rather than complaints, and unity rather than division. The continent does not need another generation waiting for opportunity. It needs a generation courageous enough to create it.

Every generation is remembered for what it built. Previous generations fought for independence. Others built governments, universities, and industries. The responsibility of this generation is different. We must build globally competitive businesses, ethical institutions, transformative technologies, and communities where every young person has the opportunity to flourish. The Africa our children inherit will largely be determined by what we choose to build today.

Celebrity may capture attention, but builders create civilizations. Long after the applause has faded, it is the businesses they established, the institutions they strengthened, the ideas they introduced, and the lives they transformed that continue to shape history. Africa does not simply need more people talking about change. It needs more people building it. The future will belong to those who choose to build.

"Every generation inherits an Africa shaped by those who came before. Our generation will be remembered for the Africa we choose to build."

THE LANTERN PRINCIPLE

There was once a village nestled between two mountains. Each evening, darkness covered the narrow paths, making travel dangerous. The elders declared that whoever brought the greatest light to the village would be honoured as its greatest leader.

Two young men accepted the challenge. The first climbed the highest hill carrying a magnificent lantern adorned with gold and polished glass. As night fell, people gathered to admire its brilliance. They applauded, praised its beauty, and celebrated the young man who carried it.

The second young man chose a different path. Carrying only a small flame, he went from house to house, lighting the lantern of a widow, a teacher, a farmer, and every family willing to keep their light burning.

Weeks later, a violent storm swept through the village. The wind extinguished the great lantern on the hill, and its glory disappeared with the darkness.

Yet throughout the village, hundreds of smaller lanterns continued to shine. Because one flame had been shared with many others, the storm could not overcome the light. The roads remained visible, travellers found their way, and the village endured.

When the storm had passed, the elders said, "The greatest light was never the one that shone the brightest. It was the one that taught others to shine."

The people soon forgot the young man with the magnificent lantern. They never forgot the one who multiplied the light.

The Lesson

Many people seek to become the brightest light in the room.

Influential leaders light the lamps of others.
Popularity shines for a season.

Influence continues wherever the light you ignite keeps burning.

The true measure of influence is not how brightly you shine, but how many others shine because of you.



WHY AFRICA'S GREATEST INFLUENCE WILL BE ITS IDENTITY

Every civilization that has shaped history first protected its identity. Before nations transformed the world, they understood who they were.

Culture is more than tradition. It is the foundation of identity, the source of values, and one of a nation's greatest instruments of influence. History shows that countries which preserve and celebrate their culture often leave the greatest mark on the world. Japan modernized without abandoning its heritage.

South Korea transformed its music and film into a global cultural movement, while Hollywood demonstrated that stories can shape how generations think and dream. Influence belongs not only to those with economic power, but to those who shape imagination.

Africa now stands at a defining moment. For too long, much of its story has been told by others. Today, a new generation of leaders is reclaiming that narrative, proving that the continent's greatest contribution to the world is its authentic voice.

Nicole "Nicci" Khoury embodies this new generation of cultural leadership. Through her work as a humanitarian musician, media entrepreneur, and founder of Isintu Crown, she is creating platforms where African stories are told by Africans and where artists become ambassadors of culture rather than entertainers alone.

Her commitment to preserving heritage, empowering young creatives, and restoring cultural pride reflects a simple but profound truth: talent may attract attention, but culture shapes identity.

Her leadership extends beyond the creative industry. Through partnerships with artists, educators, and traditional leaders, she is building platforms that preserve Africa's heritage while inspiring a new generation to embrace its future with confidence. She understands that when people reconnect with their identity, they discover purpose, dignity, and the courage to lead.

Africa's future will be shaped not only by economic growth but also by its ability to preserve its values, celebrate its heritage, and tell its own story. The next generation must build globally without losing its identity and innovate without abandoning its roots.

Nicole Khoury's journey reminds us that some of the world's greatest influence is exercised not through politics or business, but through culture. When a people reclaim their story, they reclaim their future.

The nations that shape the future are those that first protect their identity. Africa's greatest influence will come not from becoming more like the world, but from showing the world the richness of who we are.



THE SECRET OF GREAT LEADERS

Leadership is often misunderstood as power, position, or privilege. It is measured by the size of an office, the influence of a title, or the number of people willing to follow instructions. Yet history consistently tells a different story. The world's greatest leaders were remembered not because they exercised authority over people, but because they used their authority to serve them.

True leadership is not measured by how many people serve you. It is measured by how many people become better because you served them.

The most influential leaders have always understood this principle. Jesus redefined authority when He washed the feet of His disciples, demonstrating that leadership begins with humility. Nelson Mandela chose reconciliation over revenge, proving that forgiveness can unite a nation more powerfully than force. Mother Teresa devoted her life to serving the forgotten, reminding the world that no act of compassion is ever too small to change a life. Though their callings were different, they shared one conviction: influence reaches its highest expression through service.

Service transforms leadership from a position into a responsibility. It shifts the focus from personal achievement to the growth of others. Leaders who serve do not ask, "How can people help me succeed?" They ask, "How can I help people succeed?" Instead of simply managing performance, they develop potential. Instead of seeking recognition, they create opportunities. Their success is measured not only by what they accomplish, but by what others accomplish because of them.

This kind of leadership demands humility, patience, and courage. It requires listening before speaking, mentoring before directing, and placing purpose above personal ambition. Service is not a sign of weakness; it is one of the greatest demonstrations of strength. It builds trust, inspires loyalty, and creates an influence that endures long after titles and positions have passed away.

If you desire to build a legacy that outlives your career, begin by serving where you are. Every person you encourage, every opportunity you create, and every life you improve becomes part of your influence. In the end, people may forget your position, but they will never forget how your leadership made them feel or how your service helped them become more than they believed they could be.

The greatest leaders are not remembered for the power they possessed, but for the lives they transformed. True influence is the legacy of a life lived in service to others.

IF I COULD SPEAK TO MY YOUNGER SELF BY CHOMBA MWANSA

If I could speak to my younger self, I would tell her not to be afraid of leaving the familiar. One day, you will walk away from the security of a successful banking career to pursue a dream that others may not fully understand. It will be one of the hardest decisions you will ever make, but it will also be one of the best. Growth begins the moment you choose purpose over comfort.

I would remind her that every great business starts small. Never underestimate humble beginnings or despise slow progress. The dream that begins in your kitchen will one day grow into something far bigger than you imagined. Stay patient, remain faithful to your vision, and never compromise on excellence.

The small things you do consistently will become the foundation of everything you build. I would tell her not to measure success only by profits or awards. The greatest reward will be the people whose lives are changed because you had the courage to begin. Every job you create, every entrepreneur you encourage, and every young person you inspire will become part of your legacy. Businesses create income, but people create lasting impact.

There will be moments of uncertainty, disappointment, and exhaustion. Do not allow setbacks to convince you that you chose the wrong path. Every challenge is preparing you to become a wiser leader. The obstacles you face today will one day become the experiences that encourage someone else to keep going.

Above all, remain true to your values. Opportunities will come, recognition will follow, and success will grow, but never allow any of them to become more important than your integrity. Your reputation will become one of your greatest assets, and your influence will always be determined by the trust you earn.

If I could leave my younger self with one final piece of advice, it would be this: Build more than a business. Build people. Build opportunities. Build hope. Because in the end, your greatest success will never be what you achieved for yourself, but what your influence made possible for others.





**THE GREATEST INVESTMENT YOU
CAN MAKE IS NOT IN BUILDINGS OR
BUSINESSES, BUT IN THE BELIEFS
THAT WILL SHAPE THE NEXT
GENERATION.**

ARISE AFRICA MAGAZINE PRIME 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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