

PRIME EDITION, ISSUE 90

arise

AFRICA MAGAZINE

COMING
HOME.
RECLAIMING
PURPOSE.

REBUILDING AFRICA.

THE POWER OF RETURN

PERRINE NKENE MBA ON BRINGING GLOBAL EXPERIENCE HOME





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THE POWER OF RETURN

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CONTRIBUTORS

MS PERRINE NKENE MBA
MS COLOMBE TEBILY
MS ZANDILE KEKGONEGILE
MS NOZIPHO HLOPHE
MS MIRIAM NYIMBIRI
MS BUPE CHISHA

THE VISIONARY

DAVID NTALASHA CHISHA

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Dear Readers,

There is a particular kind of courage required to return.

Distance changes perspective. Experience changes expectations. Exposure to different cultures and systems can transform the way we understand home. But the deeper question is not simply whether we return. It is what we return with.

Across Africa and its diaspora, people carry knowledge, skills, relationships, ideas and experiences gained beyond their countries of birth. Some return physically. Others contribute through investment, mentorship, entrepreneurship, partnerships and service.

This edition of Arise Africa Magazine explores what happens when experience becomes contribution. The Power of Return is not about going backwards. It is about returning to purpose, reconnecting with identity, serving communities and using what we have learned to build something meaningful.

Our cover story, Perrine Nkene Mba épouse Jouan, represents one expression of this journey. Her path through Gabon, South Africa, Dubai and France ultimately led her back home, bringing with her international experience and a renewed desire to contribute to Gabon.

Beyond her story, this edition explores diaspora, identity, purpose, opportunity, leadership and service and the question of how Africa can turn experience into impact. Because coming home is not only about changing your location.

It is about discovering what your journey has equipped you to give.

Welcome to Edition 90. Welcome to The Power of Return.

David Ntalasha Chisha
Founder & Editor-in-Chief
Arise Africa Magazine

THE POWER OF RETURN

WHY AFRICA NEEDS ITS PEOPLE BACK

Doctors, engineers, academics, entrepreneurs, researchers, creatives and young professionals leave Africa every year in search of education, opportunity, stability and professional growth. For many, leaving is not a rejection of home. It is a search for possibility. But what happens when those who left decide to return? That question sits at the heart of Africa's next development conversation. The continent has spent decades concerned about brain drain. It must now think more seriously about brain circulation; how knowledge, experience, capital and networks gained abroad can be brought back and converted into local opportunity.

THE COST OF LOSING OUR PEOPLE

The movement of skilled Africans abroad can leave significant gaps in critical sectors, particularly healthcare, education, research and technology. Yet migration is not simply a story of loss. The World Bank notes that it can also generate remittances, knowledge transfer and other benefits for countries of origin. The paradox is clear: the person who leaves because opportunities at home are limited may acquire skills, relationships, capital and international experience that could eventually benefit the country they left behind. The challenge is creating the conditions for that experience to come home.

LEAVING DOES NOT HAVE TO MEAN LOSING

Leaving Africa does not necessarily mean leaving Africa behind. Across the world, diaspora communities have contributed to their countries of origin through investment, trade, technology, research, mentorship and professional networks. A person who studies abroad can return with knowledge. Someone who builds a company overseas can invest at home. A professional who develops international relationships can create opportunities for others.

Someone who experiences different systems can bring new perspectives to local challenges. Return, therefore, is not always about physically relocating. Sometimes it simply means bringing something back.

THE LESSON FROM OTHER COUNTRIES

Africa is not the first region to confront the challenge of skilled migration. Countries including China, Japan, South Korea and Taiwan have, at different stages of development, sought to connect diaspora communities and internationally trained citizens with national development through investment, knowledge exchange and return opportunities. China, for example, has leveraged diaspora connections and citizens educated abroad to support investment, technology transfer and international networks. The lesson is not that Africa should copy another country's model. It is that human mobility can become an asset when global experience is connected to local opportunity.

“

GO. LEARN. GROW.
THEN COME HOME
AND BUILD
AFRICA.



BUILDING PLACES PEOPLE WANT TO RETURN TO

Dubai offers another dimension to the conversation. Its transformation demonstrates the importance of creating an environment capable of attracting talent, investment, entrepreneurship and international connections. The lesson for Africa is not simply about infrastructure or impressive skylines. It is about creating places where people can build careers, grow businesses, develop ideas and see a future for themselves. Africa cannot simply tell its people, "Come back." It must also ask: "What are we building for you to come back to?"

AFRICA MUST CREATE CONDITIONS FOR RETURN

Return cannot depend entirely on individual patriotism. Countries need stronger institutions, productive economies, quality education, infrastructure, access to finance and opportunities for entrepreneurship. The World Bank has highlighted the importance of enabling diaspora knowledge transfer, addressing the effects of brain drain and supporting return migration as part of broader development strategies. This makes return more than a migration issue. It becomes an economic strategy, a leadership question and a question of national responsibility.

THE DIASPORA IS PART OF AFRICA'S FUTURE

Africa's diaspora should not be viewed simply as people who live somewhere else. They are also part of the continent's wider human capital. They carry international networks, professional expertise, knowledge of foreign markets and experience of different systems and cultures. Some have access to capital, technology and partnerships that can help create opportunities at home. Not everyone will return permanently, and they do not necessarily have to. Contribution can happen through investment, mentorship, research, partnerships, entrepreneurship, philanthropy and knowledge transfer. The future may therefore belong not only to return migration, but return contribution.

RETURNING WITH SOMETHING TO GIVE

The Power of Return is not a story about going backwards. It is about coming home with something. Coming back with knowledge. Experience. Capital. Relationships. Ideas. And, perhaps most importantly, a willingness to use what one has learned to create opportunities for others. Africa does not need every person who leaves to return tomorrow. It needs stronger relationships between the continent and the millions of Africans who live, study and work beyond its borders. Because the goal is not simply to reverse mobility. It is to turn mobility into momentum. The question is no longer only, "Why are our people leaving?" It is also: "What would make them want to come back and what could they bring when they do?"

THE ARISE QUOTE

**“RETURN IS NOT GOING
BACK. IT IS COMING
BACK WITH SOMETHING
TO GIVE.”**

INSIDE THE MENTALITY OF THE AFRICAN BUILDER

Every society has two kinds of inhabitants: critics and creators. Critics explain what is broken, while builders focus on what can be done about it and move from observation to action. Across Africa, a new generation is choosing to build, driven not simply by ambition but by a mindset rooted in ownership, resilience and long term vision.

1. RADICAL OWNERSHIP IN THE FACE OF FRICTION

Where others see a broken system, the builder sees an opportunity to create something better. Limited infrastructure, bureaucracy and restricted access to capital are real obstacles, but builders refuse to allow difficult conditions to determine what is possible. Their mindset is simple: if something is missing, build it. They understand that progress rarely begins under perfect conditions, so they work with what they have, solve what they can and create the conditions for greater progress through action.

2. PRAGMATIC OPTIMISM

The builder is not optimistic because they ignore reality, but because they believe reality can change. They confront challenges honestly, test ideas, learn from setbacks and adapt when circumstances demand it. For the builder, failure is not necessarily a final verdict but information that can improve the next decision. Their optimism is therefore grounded in action, because they see the problem clearly while remaining committed to finding a solution.

3. GENERATIONAL VISION

Builders think beyond immediate rewards because they understand that meaningful transformation takes time. They are willing to create foundations whose greatest impact may be experienced by people they may never meet, measuring success not only by what they achieve but by what becomes possible because they built. They ask a bigger question: Will what I create make it easier for the next generation to build?

THE BUILDER'S CHARGE

Africa does not need more people who can simply describe its problems; it needs people willing to take responsibility for solving them. The builders will turn ideas into institutions, challenges into solutions and potential into progress, creating foundations that can carry Africa forward. They are not waiting for the Africa they want to see. They are building it.



THE POWER OF RETURN: PERRINE NKENE MBA ON BRINGING GLOBAL EXPERIENCE HOME

Perrine Nkene Mba épouse Jouan's story is one of movement, learning, resilience and return. Her journey has taken her across continents, industries and cultures, giving her an international perspective while keeping Gabon at the centre of her story. From her education in Libreville and South Africa to her professional experiences in Gabon, Dubai and France, each chapter has shaped her understanding of people, leadership and service. More than a story of geographical movement, hers is a story about turning experience into purpose.

FROM LIBREVILLE TO THE WORLD

Perrine completed her primary and secondary education in Libreville before earning her G2 Accounting and Management Baccalaureate from Lycée Technique Omar Bongo in 2002. She then travelled to Stellenbosch, South Africa, to pursue higher education and later earned a Master's degree in Project Management, graduating Cum Laude, from the Cape Peninsula University of Technology in Cape Town. Her professional career began at iThemba LABS, where she worked for two years before returning to Gabon in 2010. In Port-Gentil, she entered the petroleum sector, gaining experience in one of the country's key industries.



Her return to Gabon was followed by another international chapter. She moved to Dubai, where she spent two years in the hospitality industry, before continuing her professional journey in France. Working across different environments exposed her to new cultures, professional practices and perspectives, broadening her understanding of the world beyond her immediate surroundings.

THE DECISION TO RETURN

On 30 August 2023, her journey took a defining turn. After years of international exposure, Perrine made the decision to return home to Gabon, bringing with her the knowledge, experience and perspective accumulated across different countries. Like many members of the Gabonese diaspora, her return represented more than a change of location. It was an opportunity to reconnect international experience with local realities and to consider how the lessons of her journey could contribute to her country's future. She has expressed a desire to contribute to Gabon and to participate in the country's development during the Fifth Republic under President Brice Clotaire Oligui Nguema. For Perrine, however, the meaning of return extends beyond politics or professional advancement. It is fundamentally about contribution.

FROM EXPERIENCE TO CONTRIBUTION

Since returning, Perrine has taken on commitments spanning entrepreneurship, social action, civic engagement and politics. Her approach reflects a belief that national development is not built by institutions alone, but also by citizens who choose to contribute their skills, ideas and energy to their communities. Among the issues particularly close to her heart are the wellbeing of young mothers and children. She hopes to contribute to restoring confidence, dignity and a sense of possibility among people facing difficult circumstances. Her years abroad have also shaped a broader perspective. Exposure to Anglo-Saxon, Arab and European environments allowed her to encounter different cultures, systems and professional realities, experiences she now sees as resources that can be applied to the challenges of home.

WHAT THE DIASPORA CAN BRING HOME

Perrine's story reflects a wider African reality. Millions of Africans live, study and work beyond their countries of birth, acquiring qualifications, professional experience, networks and perspectives along the way. But return does not always have to mean physical relocation. It can also mean bringing home knowledge, investment, relationships, ideas, mentorship or a willingness to serve. That distinction is central to The Power of Return. The value of returning is not simply in coming back, but in what one brings back and what one chooses to do with it.

MENTORSHIP, SOLIDARITY AND SERVICE

Perrine wants her journey to become useful beyond her own personal advancement. Her ambition is to transform her experiences into a platform for mentorship, solidarity and service, particularly by sharing knowledge and helping others navigate their own journeys. For her, experience becomes more meaningful when it is transferred. A qualification can advance one career, but knowledge shared with others can influence many. A professional network can create one opportunity, but relationships used intentionally can open doors for others. This is the broader purpose she sees in her return.

THE LEGACY QUOTE

**“I HAVE EXPERIENCED DIFFERENT CULTURES
AND PROFESSIONAL ENVIRONMENTS, BUT
EVERY CHAPTER HAS TAUGHT ME
SOMETHING I CAN NOW USE IN SERVICE TO
OTHERS.”**

PERRINE NKENE MBA





THE MEANING OF COMING HOME

Returning home can be complicated. The country may have changed, the individual may have changed, and expectations shaped abroad may not always match realities at home. Return therefore requires more than nostalgia; it demands adaptability, patience and a willingness to engage with reality as it is. Perrine's return represents a new chapter rather than a return to the past. She is coming home not as the person who left, but as someone shaped by everything she has experienced along the way. The purpose of return is not to recreate the past. It is to use the lessons of the journey to help shape the future.

A JOURNEY STILL UNFOLDING

From Libreville to Stellenbosch, Cape Town, Port-Gentil, Dubai and France, Perrine's journey has crossed borders and opened different chapters. Her return to Gabon marks another beginning, one where international experience meets local responsibility. Her story reminds us that sometimes a journey takes us away from home so that we can gain the perspective, skills and confidence to return differently. For Perrine, the journey has brought her back to where it began, but with a wider perspective and a deeper sense of responsibility. Her ambition is not simply to succeed for herself, but to make her experience useful to others and contribute to the society she has chosen to call home. That is what makes her story a fitting expression of The Power of Return. Coming home is not simply about returning to a place you love. It is about deciding what you can give to it now that you have seen more of the world.

THE LEGACY FRAMES



ZANDILE KEKGONEGILE: CREATIVITY WITH PURPOSE

Zandile Kekgonegile is a creative force whose career has evolved across marketing, brand strategy, journalism, events and entrepreneurship. With more than a decade of experience shaping brands, she has built a reputation for combining creativity with a clear understanding of people and what moves them.

Her journey began with mentoring young people in 2015, followed by event curation and experiences designed to connect with audiences. In 2020, an internship at Bit Brands became a turning point, leading her into marketing strategy and eventually to Head of Client Services. She later expanded into journalism and podcasting as a co-founder of Okavango News 24/7, using storytelling to amplify real voices.

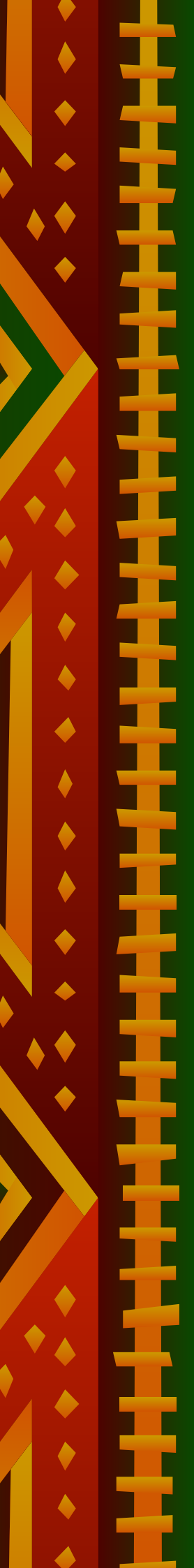
Over the years, Zandile has worked across multiple brands and sectors, leading campaigns, managing teams and developing strategies focused on visibility, engagement and growth. Her portfolio highlights work connected to brands including Bokomo, Botswana Oil, Lion Park and CEDA, as well as campaigns that contributed to recognised brand achievements.

Today, she serves as Marketing Lead Consultant at Echoes Holdings while building WSS Consultancy, an evolution of her creative platform, Whispers of the Soul Sister. The consultancy brings together brand strategy, storytelling, marketing and business growth to help businesses strengthen their identity and turn ideas into impact.

For Zandile, creativity is more than a profession. It is a calling. Her philosophy is rooted in creating work that carries thought, emotion and purpose, leaving behind more than a completed project.

Her story is a reminder that when creativity is combined with strategy and purpose, an idea can become more than a brand. It can become a movement, a business and a lasting impact.





RECLAIMING AFRICAN IDENTITY IN A GLOBAL AGE

We live in an era of extraordinary connectivity. A young person in Lusaka, Lagos or Nairobi can encounter trends from Los Angeles, London or Seoul within seconds. Globalisation has created unprecedented cultural exchange, but it has also created pressure to measure modernity through imported standards. For too long, being global has sometimes been treated as being less African. The assumption that progress requires abandoning local languages, traditions, aesthetics and ways of thinking has quietly shaped how Africa sees itself. That mindset is changing. A new generation is increasingly engaging the world without surrendering its identity. Reclaiming African identity is not about rejecting outside influence or romanticising the past. It is about defining ourselves with confidence while participating fully in the world.

1. REDEFINING SUCCESS ON OUR OWN TERMS

Reclaiming identity begins with how Africa sees itself. For generations, ideas about success, beauty, intelligence and progress have often been measured against standards developed elsewhere. The shift begins when African creators, entrepreneurs and institutions ask a different question: Does this reflect our realities, serve our communities and move us forward? That does not mean rejecting global standards or knowledge. It means engaging them critically while giving African experiences and perspectives equal value. Confidence in our languages, histories, cultures and ideas is not a rejection of modernity. It is part of defining what modernity means for us.

2. TURNING CULTURE INTO VALUE

Africa has always produced culture, but increasingly, that culture is becoming a powerful part of the global economy. Music, film, fashion, food, literature and creative expression from across the continent are reaching audiences far beyond Africa. This represents more than cultural visibility; it creates an opportunity to build industries that generate jobs, intellectual property and wealth. The challenge is to ensure that Africans do not remain merely the source of creative ideas while others capture most of the value. Reclaiming identity therefore also means owning the value created by African creativity, from intellectual property and production to distribution and global partnerships.

3. CONNECTING HERITAGE WITH INNOVATION

Reclaiming African identity does not require choosing between tradition and technology. Africa's future can draw from both. The principles found in African communal traditions can inform contemporary approaches to business, leadership, technology and social development. Traditional knowledge can inspire modern solutions, while technology can help preserve and expand cultural heritage for new generations. The modern African identity is therefore not frozen in the past. It is constantly evolving, combining heritage with innovation and local knowledge with global opportunity.

THE HORIZON

Africa does not need to withdraw from the world to protect its identity. It needs the confidence to participate in the world without losing itself. The goal is not cultural isolation, but cultural confidence. Not rejecting what comes from outside, but deciding what to embrace, what to adapt and what to create for ourselves. Identity is not something that belongs in a museum. It is something we carry, develop and express through the choices we make today. Africa's future will not be defined only by how the world sees Africa, but by how confidently Africa defines itself.

BOOKS OF THE WEEK

READ. REFLECT. RETURN STRONGER.

A powerful return requires more than motivation. It demands resilience, grit and purpose. These three books challenge you to confront adversity, stay committed and find meaning in the journey.

01. CAN'T HURT ME — DAVID GOGGINS

Turn adversity into strength. Goggins shares his journey of overcoming hardship and pushing beyond self-imposed limitations.

The lesson: Push beyond what you think is possible.

02. GRIT — ANGELA DUCKWORTH

Perseverance turns potential into progress. Duckworth explores how passion and sustained effort can shape long-term achievement.

The lesson: Keep going when motivation fades.

03. MAN'S SEARCH FOR MEANING — Viktor E. Frankl

Purpose gives strength to the journey. Frankl explores how finding meaning can help people endure hardship and move forward with purpose.

The lesson: Find your reason to keep moving.

THE ARISE CHALLENGE

For the next 7 days, make one promise to yourself and keep it. Choose one small commitment that moves you closer to the person or future you want to build. Read 10 pages. Exercise. Pray. Make that call. Finish the task. Learn something new. Whatever you choose, show up every day.

At the end of each day, ask yourself:

"Did I keep the promise I made to myself today?"

DID YOU KNOW?

Self-trust is built through repeated action.

Every time you keep a commitment to yourself, you strengthen discipline, confidence and consistency.

Big change begins with small promises kept.

This week, don't make more promises.

Keep one.

TOOLBOX

THIS WEEK'S TOOL: PERPLEXITY

Go beyond searching. Perplexity helps you explore questions, research topics and discover information through AI-powered search, making it easier to investigate ideas, compare sources and uncover new perspectives.

WHY IT MATTERS

Pioneers do not simply look for answers. They ask better questions, examine evidence and connect ideas. Perplexity can help turn curiosity into research and research into informed action. Don't just search for information. Explore it. Question it. Use it.



COMING BACK TO YOURSELF: HOW NOZIPHO HLOPHE RECLAIMED IDENTITY, PURPOSE AND POSSIBILITY AFTER ILLNESS.

There are moments when life changes without warning, forcing us to confront a version of ourselves we never expected to meet. For Nozipho Hlophe, that moment came in 2015 when she was diagnosed with five autoimmune diseases. Hospital visits, physical limitations and uncertainty became part of her reality. For two years, she lived on oxygen around the clock. Yet somewhere within that difficult season, Nozipho began to understand that illness could change her circumstances without having the power to define who she was.

RETURNING TO IDENTITY

Acceptance became an important part of her journey. It did not mean accepting limitation as her destiny. Instead, it meant acknowledging what had changed while refusing to surrender her sense of possibility. Faith became an anchor through uncertainty, while the process of healing challenged her to rebuild more than her physical strength. She had to rediscover confidence, hope and a sense of purpose. Today, she is off oxygen, but the deeper story is not simply about physical recovery. It is about returning to herself.

MORE THAN A DIAGNOSIS

Nozipho's message to women living with chronic illness is simple: you are more than what happened to you. A diagnosis may describe a condition, but it does not describe a woman's intelligence, dreams, creativity, beauty, relationships or capacity to contribute. Illness may require a different pace, but it does not have to put life permanently on hold. Her words capture this philosophy: "Do not look like your challenges. Look like your victory." For her, victory is not pretending that pain does not exist. It is refusing to allow pain to become an identity.

TURNING PAIN INTO PURPOSE

Nozipho chose not to keep her experience private. Instead, she turned it into encouragement for other women facing chronic illness and the emotional battles that often remain invisible. Her journey has become a reminder that difficult seasons can produce new purpose. Sometimes the experience we would never have chosen becomes the very experience that equips us to encourage someone else.

Nozipho's story is therefore a story of return: returning to confidence, returning to possibility and returning to the belief that life still has something meaningful to offer. Sometimes coming back to yourself does not mean becoming who you were before. It means discovering who you can become after everything has changed.



WHAT THE SWALLOW CAN TEACH LEADERS ABOUT TIMING, PURPOSE AND BRINGING VALUE HOME

Leadership is not only about knowing where to go; it is about knowing when to move, when to return and what to bring back. The swallow offers a powerful metaphor because its journey is shaped by movement, direction, timing and return. It travels through changing environments yet returns to familiar grounds, reminding us that movement becomes meaningful when it is connected to purpose.

KNOW WHEN TO LEAVE

Tactical leaders understand that growth sometimes requires leaving familiar territory and entering environments that challenge their thinking and expand their perspective. Leaving the comfort zone can create opportunities to gain knowledge, build relationships and discover better ways of doing things, but purposeful leaders do not leave simply to escape difficulty; they leave to learn, grow and become better equipped for what lies ahead. Go to learn, not simply to escape.

KNOW WHAT TO BRING BACK

Experience becomes valuable when it is transformed into something that benefits others, whether through knowledge, better systems, new opportunities, relationships or solutions to existing problems. A leader should ask, "What did my journey teach me that can make someone else's journey easier?" Returning with stories of where you have been is one thing; returning with something that can be built, shared and multiplied is leadership.

READ THE ENVIRONMENT

Tactical leadership requires an understanding of changing environments before important decisions are made. Leaders must pay attention to their people, recognise emerging opportunities, identify risks and understand what the moment requires. Effective leadership is therefore not simply about speed; it is about knowing when to act, when to wait, when to change direction and when to remain committed.

RETURN WITH PURPOSE

Returning does not always mean physically going back to where you started. Sometimes the most important return is to the purpose, values and mission that originally gave your leadership meaning. Leaders can become so focused on careers, organisations and platforms that they lose connection with why they began. Tactical leadership sometimes requires stepping back, reassessing the journey and reconnecting with the original assignment. Return to the mission. Return to the values. Return to the people.

BUILD FOR THOSE WHO COME AFTER YOU

Leadership should create something that extends beyond the individual leader. A tactical leader develops people, strengthens institutions and creates opportunities that can outlast their own season. One of the most important questions a leader can ask is, "Will the people I lead be stronger because I led them?" That question reveals whether leadership has been centred on position or used to build lasting capacity in others.

KNOW WHEN TO MOVE AGAIN

Return does not always mean staying in one place. Leadership is a continuing cycle of learning, applying, returning, building and preparing for the next assignment. Some seasons require stepping away to gain experience, others require returning to apply it, and others demand movement into a new environment. The goal is not simply to keep moving, but to make every movement meaningful and every return productive.

THE LEADER'S RETURN

The swallow offers a powerful picture of purposeful movement: leave to learn, travel to grow, observe to understand, return to contribute, build to multiply and move again when the season requires it. That is tactical leadership. A leader's influence is not measured only by how far they have travelled, but by what they have learned, what they have built and what becomes possible for others because of the journey they took.

WHAT I WOULD TELL MY YOUNGER SELF



Do not be afraid to evolve. Your journey will not always follow a straight line, and that is not a weakness. My own path has taken me through wealth management, fashion, artistic direction, communication, entrepreneurship, culture, social initiatives and public engagement. At different moments, these may have looked like separate worlds, but with time, I realised that every chapter was preparing me for the next.

My experience in wealth management taught me precision, strategy and the importance of thinking beyond the immediate. My journey into fashion and artistic direction taught me to appreciate creativity, identity and the power of visual expression. Do not assume that the different parts of you cannot belong to the same story. Sometimes your greatest strength lies in bringing them together.

I would tell my younger self to remain curious and never become trapped by the success you have already achieved. There is always another skill to learn, another perspective to discover and another space in which you can create value. My move into entrepreneurship allowed me to transform professional experience into platforms such as ColombeTebily Consulting, where expertise became a tool for helping others build their identities and communicate their visions.

I would also tell myself to never underestimate the power of culture. Through AZIGBOO LOKUI, I found a way to connect contemporary creativity with Ivorian textile heritage, demonstrating that our traditions can have a place in modern and international markets. Through MIA, Make Up in Abidjan, I learned that sometimes the greatest opportunity is not simply to create a product, but to create a platform where an entire community can connect, collaborate and grow.

And I would remind myself that success is not measured only by what you build for yourself. Through Le Graya Populaire, I-SOLA and Coco Ma Marraine, I have seen the importance of using visibility and influence to serve others, particularly vulnerable children and communities in need. Influence becomes meaningful when it creates something beyond applause.

There will be seasons when motivation disappears, when an idea takes longer than expected to become reality and when the responsibilities become heavier than the excitement that started the journey. Keep going. Motivation can start the journey, but commitment, discipline and consistency are what carry you through it. Do not be afraid to reinvent yourself. A career does not have to be linear, and you do not need to know every chapter before you begin. Let curiosity introduce you to new possibilities, let experience refine your vision and let each season teach you something that the next one will need.

As your influence grows, remember that leadership also comes with responsibility. If you have the opportunity to contribute to your community, empower women, support young people or help improve the lives of others, do not underestimate the value of stepping forward. My own journey into public engagement has reminded me that professional success can eventually become a platform for broader contribution. Most importantly, do not chase recognition at the expense of purpose. The applause will eventually fade, but what you build for others can continue long after the spotlight moves elsewhere.

Dream boldly. Keep learning. Embrace every chapter. Protect your identity. Honour where you come from. Serve others. Build with intention. And when you discover something worth pursuing, have the courage to stay committed long enough to see the vision become reality. You do not have to know the entire journey before taking the first step. You simply need the courage to begin, the discipline to continue and the vision to understand that what you build can become greater than yourself. Let your journey become more than a story of success. Let it become a story of impact.



**"YOU DON'T RETURN TO WHERE
YOU STARTED. YOU RETURN
WITH WHAT THE JOURNEY
TAUGHT YOU."**

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.



+260 954 178 181



dcntalasha@gmail.com



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