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## Spotless Ruu dishwashing soap is now on Makro Online!





IFall more and more in love with each issue of arise Magazine as it takes form. With each feature, page design and a 'yes' from a client, my heart grows fonder.

THANK YOU GOD FOR BLESSING ME WITH THE WORK AND CALLING THAT KEEPS MY HEART SWELLING WITH JOY, SATISFACTION, AND APPRECIATION.

This issue is a the launching issue for our Zambia Edition. We feature South African and Zambian Sisters . It is a milestone we celebrate God for

I am excited by the deep relationships the featured women have with God. The Cover feature, Mutinta Shalvah Sitemva is a dynamic business woman impacting the world with Ministry and philonthropy.

The common thread you will find running through the stories of Oketsang Mookeletsi, Rebeccah, Cheyna, Di, and Jeanie Nel is the purpose in their businesses and professions. They challenge us to do business differently—with purpose. Their breakaway from traditional ways of doing business will leave you inspired and in awe. May we learn from them. They show us that, for them, it is more than just work and profit—it is about a sincere desire to make a lasting impact.

Our cover feature is Ruth Mthabine, a powerhouse in every sense. She has journeyed through life with bravery and grace, overcoming where many would have crumbled. She teaches and affirms the truth that we women are built to overcome, and that with God, all things are possible. Thank you, Sis Ruth.

Our bonus cover feature is the beautiful, creative, and graceful Ayanda Nhlapho—a rising star in the entertainment and fashion industries.

"My rock bottom became the foundation on which I build my success"

Indrani Govender's words about her business journey, an inspirational piece on page 17.

It would not be a true commemoration of Women's Month without including young and upcoming female leaders. Meet Naledi on page 26, a 18-year-old who has written and self-published her book. Very impressive!

A big congratulations also goes to South African Council for Business Women on their commitment to meaningfully uplift young women. Read about this movement on page 16.

In a nutshell, this is another inspiration-filled, jam-packed issue of arise Magazine—celebrating women to inspire women. Please enjoy the issue. Send names of women you'd like to read about. Follow us @arisemagazineint and join our growing community.

As always, may this issue Bless you as working on it has Blessed me.

With Love, Light and Shalom, from God, my Daddy, to you.













## arise 26

EDITOR'S HELLO Kea MM

BECOMING KINGDOM BUSINESSWOMEN

Lusanda Dhlamini

RUTH MTHABINE Cover Feature

AYANDA NHLAPO Bonus Cover Feature

WOMEN TURNING BUSINESS INTO PURPOSE

> Cheyna Ross Indrani Govender Neo Masinga Oketsang Mooketsi Rebeccah Hatlane Jeanie Nel Musa Jakula Di Thompson

NALEDI SETZIN Her New Era

QUIET TIME

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I am Proverbs 31 Woman

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## Elevate NW Businesswomen Prayer & Networking Brunch

26 JULY 2025





































Friends, let us be awakened to the fact that we are not just building businesses or careers, but stewarding our God-given "Garden of Eden"- expanding the Kingdom and bringing Glory to God through our gifts, the Gifts He Himself Blessed us with. Open your heart and invite God into your boardroom, brainstorming sessions, and bank account.

Reflect on and ask yourself these two important questions:

- What are you currently building?
- Are you doing it with God- or just for "God"? or even worse, with and for yourself?

I believe a Kingdom Businesswoman must build with the following mindset:

• Building with the Lord:

Whether you are building a business, shaping your career, stepping into a new goal, or navigating a transition-if you are not building with the Lord, you are labouring in vain (Psalm 127:1). God is reminding us, as His daughters, that we are Purposed to create and to work. Your business is not separate from your Purpose-it's part of it.

• Spirit-Led Execution:

You need to involve the Holy Spirit in the direction of your business or career. The Holy Spirit is your intel. He already knows the global economy - five years from now. He can reveal insights that no market trend ever could.

• God is your CEO:

It is not enough to ask God for direction-you must surrender your execution to Him as well.

#### How do you do that?

Ask yourself these alignment questions:

- Why did God give me this business?
- How does God want me to use my gifts?
- Am I willing to give God 100% of my business finances, or just the minimum of 10%?

Any business or career woman who is willing to allow the Holy Spirit to direct her finances is someone surrendered to the daily execution of God's will. Money is one of the most difficult resources to fully surrender to God's direction. It can also make us resistant to obedience.

In the Gospels of Matthew, Mark, and Luke, we read of a young wealthy man who approaches Jesus, seeking guidance on how to attain eternal life. Jesus challenges him to sell all his possessions and give the money to the poor, which the young man is unwilling to do. Always remember that money is a resource-not a sign of success in the Kingdom of God.

Plan for Generational Impact. There is nothing more painful than seeing what God entrusted to one generation fail to continue into the next. One of the most prominent examples of this is found in the story of Joshua. When he died, the elders who outlived him did not continue to tell of the miraculous works of God. Judges 2:10 (NLT) states: "After that generation died, another generation grew up who did not acknowledge the Lord or remember the mighty things He had done for Israel".

Our heart posture needs to be one that is willing to say "yes" to God in advancing the Kingdom-a heart that is willing to glorify

Him daily and make His name great in the marketplace.

Contact Lusanda for your next Event, Workshop or Conference:
lusandawor@gmail.com or +27 79 885 9406

#### SHOP ARMOUR EPHESIANS 6:10-18 GIFTS

The Armour Gifts are created by Kea MM, founder of the Christian Women Business Network and arise Magazine. The products are based on Ephesians 6: 10-21 to remind you of God's Presence, Protection, Promises and Provision throughout the different seasons of life.







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From a quiet corner of the world came the greatness that now leads in various industries and found on Global Stages and her name is Mutinta Shalvah Sitemba.

Greatness, as Mutinta's journey proves, is often forged in quiet, challenging places. Her story begins in an environment and time where opportunities for girls felt like distant dreams, but she pursued and still persues her dreams, continously rising and achieving uncommon success.

Her journey is a profound reminder that Faith, determination and purpose, are necessary ingredients to growth, overcoming and achieving success.

### She Guilds with a Peculiar Purpose

Mutinta's vision has blossomed into Peculiar Consortium, a business operating in real estate, property development, and construction materials. The name itself is a special declaration that business must be guided by excellence, integrity, and purpose.

Her impact has become double sworded through establishing Peculiar Foundation, a non-profit organisation which is a tangible expression of her compassion, dedication to empowering, enlightening, and giving hope to those in need. Through this, Mutinta transforms compassion into action and Faith into palpable change. In her way, she proves that business can and must have a soul.



### She is a leader that will Impact Generations to come

She is a true global leader: a renowned international speaker, trade and investment consultant, and a powerful Minister of the Gospel. She is part of a generation of African women who are tearing up old playbooks and redefining what leadership looks like. Her philosophy is simple but revolutionary: love and empathy are not soft skills in leadership—they are the seeds of true transformation.

In her own resonant words:

"Love and empathy are a seed.
Once planted, we win the Souls of many and begin to live in a world built on the principle of being the difference."

This principle drives her every move, from securing a high-stakes deal in the boardroom to sharing wisdom from the pulpit.

Celebrating her for Success Recognised Globally:

The world has taken notice of Mutinta's extraordinary blend of enterprise and impact, earning her accolades across continents, celebrating her unwavering commitment to purpose-led influence:

- Leadership and Organizational Growth Award (2022) from Leaders Without Borders Development Centre in Dubai, UAE.
- 50 Under 50 Female Trailblazers in the Middle East & Africa (2023) by Female Founders Initiative Global.
- Global Impact Advocate Award (2025), a prestigious honor recognizing her extraordinary contribution to transforming lives and disrupting systems on a global scale.

Whether she's advocating for inclusive development at a mining forum or discussing economic transformation, Mutinta's voice is one Africa is proud to have and the world needs. Her serving heart, professional and excellent delivery in all she does is admirable and teaching.

As 2025 unfolds, her global footprint continues to expand, highlighted by her recent participation as a panelist at the Leaders Without Borders Namibia Forum. But amid all the international acclaim, she remains anchored in her Faith, serving as a Minister and mentor. For her, success is measured not by contracts signed, but by lives changed, hearts touched and making God Famous.

Mutinta Shalvah Sitemba's journey must inspire action for all of us. She is the living embodiment of the **arise** Spirit—a woman inspired by God and builds with both hands and heart, inspiring a generation to rise, rebuild, and truly be the difference.







She's a visionary entrepreneur, business coach, and philanthropist whose life journey reflects extraordinary resilience and grace. After experiencing the heartbreaking loss of her beloved son Akhona in 2017, Ruth chose to transform her pain into purpose. She founded the Akhona Teens Leadership Foundation, a non-profit organisation dedicated to supporting education initiatives and mentoring teenagers in her rural village.

As a serial entrepreneur, Ruth has built successful businesses across diverse sectors, including logistics, industrial cleaning, equipment rentals, and cleaning detergent manufacturing, creating jobs and opportunities in underserved communities. Her work as a Business Coach has empowered countless women in SMMEs (Small, Medium, and Micro Enterprises), in rural areas, equipping them to build sustainable businesses and overcome barriers.

Ruth's Spiritual journey through grief also gave birth to the Lighthouse Christian Retreat and Guesthouse, a serene sanctuary where people can reconnect with God, replenish their souls, and rediscover life's meaning. For Ruth, the Lighthouse stands as a symbol of hope for anyone navigating life's storms—a place to heal, reflect, and be renewed.

A woman of Faith, vision, and compassion, Ruth is passionate about unlocking the potential of rural entrepreneurs and leaving a legacy of light. Her story is a reminder that even in life's darkest valleys, we can rise again - stronger- and help others find their way.

# Sometimes God removes what's comfortable to reveal Purpose and what's possible.

### The pain of losing a child is unimaginable. How have you made it this far?

Losing my son Akhona was the most devastating moment of my life. There are no words that can truly describe the depth of the pain I felt. It was the most trying season for me and my family. I asked, "Why me?" not once, but many, many times. I doubted my faith and, at some point, thought that God didn't care.

I'm grateful that God didn't hold it against me. What carried me — slowly, painfully, and gently — was the love of God. I knew that He loved me despite what I was feeling and seeing. It was during the storm that I experienced the deepest love, which words cannot explain. I clung to Him with everything in me. My journey of grief has been messy and slow, yet bearable. My healing came through tears, prayer, family, and people who stood quietly by my side.

My biggest lesson in all this is that God is not wicked, He is in control, and He knows what He is doing. I learnt that God can still use us even in our brokenness; we don't have to wait to be whole. Healing doesn't mean forgetting — it means choosing to live again, even with scars.

Losing Akhona led us to establish The Lighthouse Christian Retreat. Amid that deep pain, I longed for a place where I could be still, cry, Pray, and simply breathe. A place where I could reconnect with God and begin to make sense of the storm I was in. When I couldn't find such a space, I decided to build it — not just for myself, but for others who are hurting, searching, and seeking healing.

The Lighthouse Christian Retreat is my offering to God-a thank you for carrying me through what felt like the impossible. It is a symbol of hope, a place where people can retreat, replenish, and reflect on their lives. It's a place of answered Prayers and a place of mending.

Just as a lighthouse guides lost ships back to shore, the Lighthouse Christian Retreat is intended to help people find their way again, in God's light. Marriages hardly survive the loss of a child, but yours remains standing, how? The grief that came with the loss of our son left our hearts so crushed that I didn't even know if I wanted to live another day. I could not understand burying my child and continuing to live. I still look back and wonder how God, in His wisdom, held our marriage through the storm.

What kept us from falling apart was grace, honesty, and the fact that our marriage was rooted in God. We both knew that we could only cling to Him, even in our season of confusion and doubt. We intentionally sought God's wisdom in the storm. I'm grateful that I'm married to the kindest man in the whole world. My husband took care of me when I couldn't pick myself up. We grieved differently, and we acknowledged that.

Prayer was the glue that held us together. We sought counselling — something I believe more couples need to do, especially in times of profound grief. Most importantly, we made a decision: our son's death would not take our marriage as well. We chose to honour his memory not just through the foundations and retreats, but through how we love each other — more gently, more intentionally, more vulnerably.

Our marriage didn't survive by chance; it survived by the choices we made every single day.

### You were retrenched from one of the leading banks. Was it after the loss of your son?

This happened before the loss of my son and was a deeply frightening experience. My career was at its peak, and I never thought I could lose my job just like that. I had dedicated years to my career, poured my all into it, and suddenly, I was left facing uncertainty, not just financially, but emotionally too. I felt rejected and ashamed, thinking I was not good enough.

I realised I had placed a lot of my identity in my job and had forgotten the gifts and vision God placed in me long before the title or the salary. I began to explore business, starting with what I knew, and slowly learning what I didn't. It wasn't easy, but I was determined to rise again.

That season revealed the entrepreneur in me. The retrenchment, painful as it was, redirected me to my true Calling.

My lesson: Sometimes God removes what's comfortable to reveal Purpose and what's possible.





& Former Branch Leader

For many years, Cheyna Ross worked deep in the trenches of the events industry, planning everything from milestone birthdays to large-scale community functions. She says, "I lived and breathed the beautiful chaos of creating moments people remember forever. But somewhere between juggling timelines, invoices, and chasing perfection. I hit burnout."

The turning point came while consulting for a company that expected far more than they were willing to invest — and far more than I had the capacity to offer. Around the same time, I became a mother, and everything shifted. I realised that the pace I was living and working at wasn't sustainable — and it certainly wasn't what God was calling me to. I felt Him leading me toward something more purposeful: to work with intention, not exhaustion.

That's when I began to pivot more towards strategy, consulting, and mentorship, while my team handled the full event execution. Today, my business, She's Cheyna (Pty) Ltd, helps others plan and host meaningful, aligned events — especially those with a community heartbeat.

Your events are therefore more than just a pretty setup?

Too often, events focus on appearance — the lights, the look, the Instagram moment — while skipping the basics: guest flow, safety, ablutions, and most importantly, purpose. I believe every successful event starts with one question: What is the goal? Once that's clear, every decision should align with that purpose.

I felt Him leading me toward something more purposeful: to work with intention, not exhaustion









#### Your Proud Milestones?

Italian Club Pretoria — this is a client I have worked closely with for three successful and growing fundraising events. Their annual Italian Republic Day Festival showcases their heart: sharing an authentic Italian experience right here in South Africa and, in doing so building their community and keeping their passionate culture alive.

Another recent highlight was working with the Bettie Bandana NPC on their first Masquerade Ball fundraiser in Pretoria. Their goal was to raise funds to host the PinkDrive mobile unit for free cancer screenings — anothey exceeded that goal. Ensuring that guests were comfortable and felt welcomed contributed greatly to their success. It was a perfect example of aligning vision mission, and heart.

How do you ensure you live up to your brand promise? My team and I work with small, passionate organisers – those new to events, those managing underutilised venues, or those simply needing structure and guidance My role is to help them move forward with clarity and grow with confidence.

As a proud SACBW regional leader, and former local branch leader, I love showing women their value especially when they don't see it themselves. Because there is always a place for you; in business, in community, and at the table.

Faith is my foundation. Strategy is my skill. Community is my Calling.





The South African Council for Business Women (SACBW) has launched its groundbreaking national initiative: the SACBW Bursary Fund. This visionary program aims to empower Grade 12 girls with real-world exposure, mentorship, and financial support to pursue careers in business, transforming their futures and inspiring change in their communities.



LThe program will become an annual tradition, fostering ongoing connections and community engagement. Applicants will undergo a comprehensive evaluation process including a written portfolio, video presentation, and personal interview.

Each year's top candidate will receive the bursary and be honored with the SACBW Youth Leader Award during the SACBW Annual Gala Evening on 18 October 2025 in Nelspruit. This recognition is not just an accolade but an invitation to step confidently into a future of purpose and impact.

Join us in supporting and empowering as many matric girls as possible. For more information or to partner with us, contact info@sacbw.org. Together, we can build a brighter future for young women in business.

Led by the SACBW National Executive Board and driven by a passionate network of women leaders, this initiative calls on everyone to uplift, equip, and stand alongside young women as they embark on their journey into business and leadership.

Dr. Spangenberg, SACBW National President emphasizes, "This isn't just a bursary; it's a pathway to inspire one girl at a time. We are nurturing potential, shaping futures, and leaving a legacy of entrepreneurship and leadership."



www.sacbw.org

## Style that Elevates: HATZ BY JEANIE















Indrani Goverger



## **No Ordinary Construction Industry Leader**

She is a local construction industry female leader from humble beginnings with Global impact who is committed to uplifting others as she rises. She spent over 25 years in South Africa's retail industry, starting as a packer in 1986 and managing a Truworths store by 2005. Fast forward to 2025, she leads a construction company with offices on two of SA coastal provinces: Kwa-Zulu Natal and the Western Cape.

At 47, after surviving a car accident and enduring the trauma of two armed robberies, she was left struggling with depression, ultimately resulting in losing her job but never losing her fighting willpower. As a single mom of two boys, she had a vision and an obligation to transform her circumstances for the better.

'My journey to transforming my life and turning my rock bottom into a foundation to build my success, started with a decision to attend a women's empowerment workshop where one particular speaker sparked something in me and motivated me to start a

female-owned company. My company applied for 37 opportunities before I was finally awarded a contract, on application number 38.

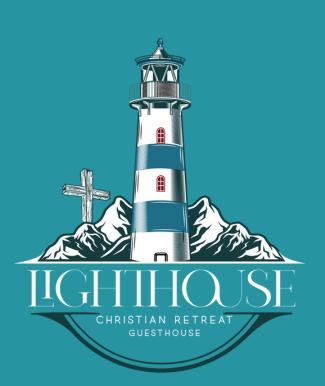
We started at the bottom with small projects, and today the company offers electrical, plumbing, landscaping, telecommunications, and facility services to clients like Eskom. Vodacom. and Sun International".

My rock bottom became the foundation on which I built my success.

Under her leadership, Ricinz has grown 300% and earned multiple awards, including the Shanduka National Job Creation Award, KwaDukuza Mayoral Woman Achiever Award and the 2025 Women in Construction MasterBuilders

Award winner. "This is not to say that there were no challenges along the way. There have been plenty, some much harder and heart-wrenching than others but with God's help, Favour and Grace, we are still standing and determined to grow stronger. I am proud and motivated by the employment opportunities we have been able to provide over the years. Sometimes, when things get tough, the breadwinners we employ are the reason we keep going - especially the youth and women in rural areas".

As the Advisory Board Member of the Christian Women Business Network and Board Member of Master Builders, Indrani is building a legacy of empowerment and community upliftment, proving that it is never too late to start over. Today, she also serves as South Africa's Country Director for the Market Next International Forum, connecting entrepreneurs across 22 countries.



Lighthouse Christian Retreat Guesthouse offers visitors a unique, undeniably warm and inviting experience. Called the Place of Answered Prayers, the Lighthouse is a portal for connecting with God in Prayer and moments of serine quietness. Situated at the most tranquil part of Hartebees, our Retreat Guesthouse provides all the personal touches that ensure your stay is special and fulfilling. Our dedicated team takes pride in caring for all your needs, to the smallest detail to ensure that your experience is most tranquil and soothing.







Dimanzi is now an awardwinning fine fragrance collection, a celebrated South African creation that seamlessly merges the timeless traditions of French Chic with vibrant African essence. The brand's name, Dimanzi, combines "Di" with "Manzi," the Zulu word for water, honouring Di's African heritage.





The exquisite packaging, featuring the iconic zebra, draws inspiration from her Burchell lineage and her love for classic black-andwhite. At the heart of every Dimanzi fragrance is a meticulously crafted blend of essential oils sourced from Grasse, France, a region globally renowned for creating "grandes classiques." All productions for Dimanzi take place in South Africa, actively supporting local small businesses and deepening the brand's roots. The Dimanzi Perfume range includes the bespoke Dimanzi Signature, Dimanzi D'oro, diMANzi RDT, diMANzi Club, and its newest addition, Dimanzi Maison, offering a beautiful collection of home fragrances and accessories.

## **AFRO-LUXE TOURISM CURATOR:**



Neo Masinga has become a groundbreaking specialist in the Africal tourism industry. She is a multi-award-winning entrepreneur, experience curator, and the visionary founder behind Marula Escapes (M.E.).

This boutique luxury travel brand is transforming how Africa is explored and celebrated. With a passion for storytelling through travel, Neo has positioned herself as a trailblazer in the Afro-luxe tourism space, fusing cultural immersion with high-end curation.

When asked about the essence of her offering, Neo says that "at the hearth of Marula Escapes is a bold mission: to create travel experiences that reflect Africa's elegance, heritage, and diversity, while empowering local voices and redefining what luxury means for today's global explorer. From tailor-made private escapes to immersive Pan-African adventures, each lourney is meticulously designed to engage all senses and connect people with places in meaningful and memorable ways."

Neo's standout initiative, Taste B4 Travel™, has guizely become a signature brand extension—an experiential activation that allows travellers to taste the culture, cuisine, music, and atmosphere of a region before they go. This immersive concept has already captivated audiences across East Africa

Another pioneering arm of her business is WIGs (Women in Golf & Society), a club Neo co-founded to help women feel confident when transitioning from the driving range to the course. In just two years, it has grown into a passionate community, now preparing for its first international golf tour to Mauritius.

As if she's not achieved impressively, Neo has become a proud member and travel liaison of the Pan African Chamber of Commerce, representing the intersection of business travel and tourism development. She was recently awarded the PRIMEDIA Outdoor Campaign 2024, giving Marula Escapes prime visibility across Sandton—a powerful milestone in building brand presence.

Neo's ability to to integrate luxury, local culture, and strategic brand partnerships into unforgettable experiences is what sets her apart. Whether working with global hospitality brands or curating Wellness Safaris, Neo's work always centres people, purpose, and

As Marula Escapes expands across Africa and the globe, Neo remains driven by one belief: luxury travel should be soulful, sustainable, and distinctly African."





## Leading the Legal Industry with Purpose:



## keletsang Mookeletsi

Ever met someone who doesn't just do their job, but lives it with purpose? Okeletsang Mookeletsi is one such professional! She is a legal powerhouse who has taken her impressive 15-year career and turned it into more than just a profession.

"Her legal career has been anything but average. After holding top positions in petrochemicals, banking, telecommunications, and leading legal teams for data analytics software businesses across Africa Okeletsang decided to build something of her own: Okeletsang Mookeletsi Attorneys. Her firm is more than just a business; it's a vision for personal, caring, and tailor-made legal solutions. She and her team believe in "handholding" their clients, guiding them step-by-step with sound and quality legal support.

#### The Power of Purposeful Lawyering:

Okeletsang's understanding of the potential hurt and trauma that comes with seeking legal support, combined with her persona and professional growth, has led her to what she terms Purposeful Lawyering - intentionally including teaching and healing Grace in dealing with clients. She's a commercial legal expert specialising in corporate, labour, privacy, and technology law, with a long list of achievements. From earning a law degree from the University of the Witwatersrand and earned a cum laude in Mediation and Arbitration from the University of Pretoria, she's a testament to hard work and dedication. She's also a member of prestigious organisations like the International Institute of Space Law and the Young African Leaders Initiative, and an executive member of Privacy Officers Africa. She also co-authored the book: Integrated Space for African Society.

But what truly sets her apart is her passion for purpose in her work. She's the lawyer who uses the law to not only resolve problems but to offer healing through justice.

She doesn't keep her expertise locked away in boardrooms and Law Chambers but uses different platforms such as TEDx where she shared her insights on "The Afrocentrical algorithm of artificial intelligence" and her YouTube channe and podcast called "The Real Mamolao" - to demystify lega matters, making the law accessible to everyone while helping to educate the public.

Okeletsang's journey is a beautiful example of how we can merge a professional career with a deeper purpose.



<u>www.om-attorneys.com</u> @therealmamolao – Youtube, Instagram, Tiktok



Whether she in the boardroom, training or facilitating a workshop, coaching or being a Mom, Rebeccah is the epitome of what happens when life and personal values are consistently and intentionally aligned.

She says that she is the daughter of the Most-High and everything she does flows from this identity. Whether wearing a hat of a businesswoman, coach or Mom to her four daughters, she does it all with heart, purpose, and deep-rooted Faith.

Her life's motto - inspired by Proverbs 16:3 is "Commit to the Lord whatever you do, and your plans will succeed."

It started in 2008 when she took a bold leap of Faith and launched Phaki - Strategic Human Capital Partner. Today her HR Consulting Firm is fully accredited and has grown into a top-tier HR consultancy serving clients across South Africa's six provinces with Headhunting, Executive Search, HR Advisory, Talent Management, Talent Development and Workforce Transformation for public and private sector clients.

Through her company, Rebecah has played a pivotal role in transforming South Africa's HR Industry. As a certified life coach and NLP practitioner, Rebeccah created Live Life Purposefully, to guide professionals and everyday people alike into lives filled with clarity, confidence, and courage. Through coaching sessions, group programs, and speaking engagements, she helps her clients to:

- identity work and personal mastery
- navigate transitions with confidence
- build self-leadership and emotional mastery
- set goals that reflect their inner truth

Rebecah is all about helping people live and lead with intention and purpose.

As if that was not enough, in 2018 she launched **#BringAChildToWork**, a powerful mentorship and career readiness program for youth in underserved communities. Through the programme, she introduces young people to digital literacy, workplace etiquette, and career planning.

Her belief? Exposure changes perspective.

She is currently working on a youth-focused talent accelerator programme where coaching meets career development

Transforming SA's Human Capital Industry





## Her Business, His Glory

Business Development Programme For Women



Palesa Hlabahlaba CA(SA)

Founder & CEO of RPH Consulting (Pty) Ltd



Kea Modise-Moloto

Founder of the Christian Women Business Network

We are inviting women in business to join a transformative 6-month business development programme by RPH Consulting in collaboration with the Christian Women Business Network.

This programme is created to equip female entrepreneurs with the tools they need to not just survive, but thrive in a changing economy. Through a blend of online & in-person expert-led training workshops and coaching that address direct pain points, women in business will gain practical insights and the know-how to grow sustainable, purpose-driven enterprises.

#### What to expect:

- Personalised business diagnostic assessments
- Goal setting based on your diagnosis results
- Monthly coaching sessions
- Online and in-person training workshops by specialists
- Networking opportunities
- Milestone celebrations and award ceremony

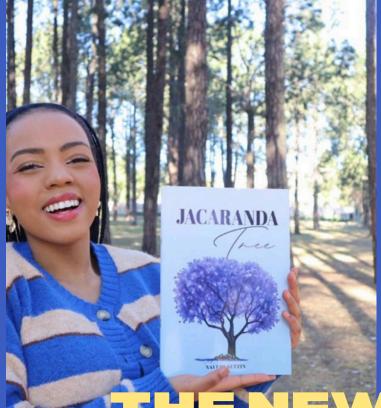




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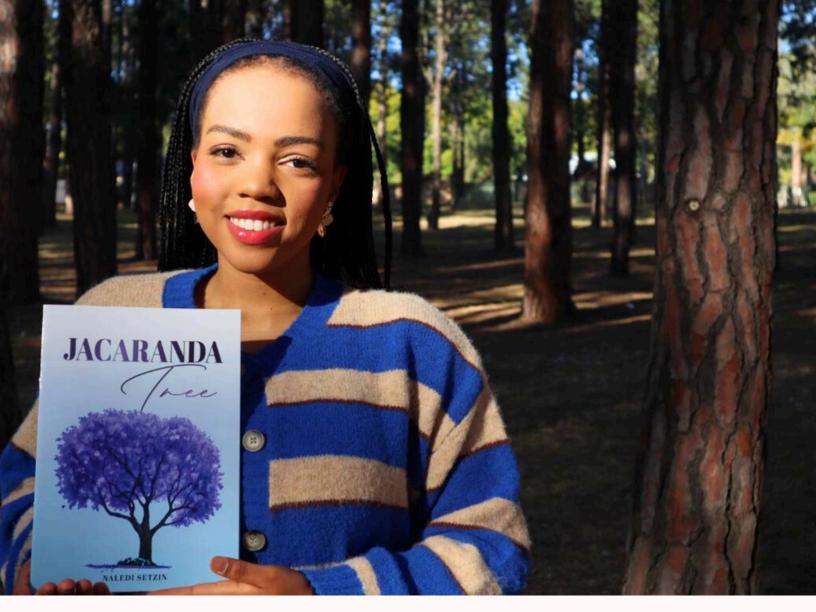
## THE NEW ERA OF

## NALEDISETZIN

Naledi Setzin has written and self-published her debut children's e-book, *Jacaranda Tree*, at just 18 years of age. This move reflects not just creative ambition but also heartfelt advocacy. Her book invites young readers to see how their voices and actions impact the environment and society. It's a testament to the power of youthful expression, community, and nature-inspired unity.

The book, also available as an e-book, is tailored for readers aged 6 to 8 years. It is a poetic story celebrating unity, love, and the powerful role nature plays in strengthening community bonds.

I wrote this children's book to show young readers that every voice matters, and protecting nature not only helps the environment but it also protects our well-being. By using poetic, rhythmic style and descriptive words, I share a tale that informs the youth about the power they hold within and how one's inner strength can be used constructively."



She continues to say, "The community's persistence and determination to protect the jacaranda tree displays the power we all hold, and how the power can result in the betterment of society."

Set in a small community, the story follows a bright, bold jacaranda tree that unites people through love, unity, and shared effort to protect nature.

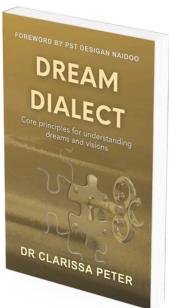
In a nutshell, through lyrical prose and rhythmic storytelling, the book encourages children to recognise their inner strength and the positive impact of collective action. A lesson worth teaching from a young age. Who better than a youngster teaching the young ones?!

Get the book for the young ones in your life: https://books2read.com/u/4NEpNJ



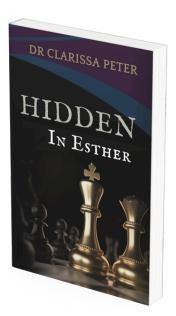




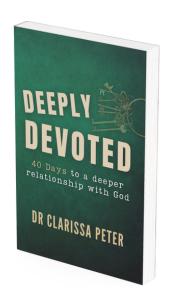


Everyone has dreams but not all dreams are Spiritually significant. God-given dreams are those which contain messages for Spiritual perspective. These dreams require interpretation. In Dream Dialect, you will find tools to help identify and understand dreams. The book also gives tools to interpret dreams Biblically, by understanding the way God speaks, as well as dream symbolism.

Shop her books: <u>www.born.org.za</u> or <u>www.amazon.com</u>.



The story of Esther and her vital role in preventing the annihilation of her people is a remarkable one which has been told through generations. An interesting fact about the book of Esther in the Bible is that God's name is never mentioned, yet on careful inspection there are many truths about the Kingdom and character of God hidden within the story. In Hidden in Esther, the hidden gems are revealed and will help you on your path as you pursue an intimate relationship with God, our King.



written to be a companion during a Believer's devotional time. It is for the Believer who desires to delve deeper into the Scriptures, search for messages contained, and ultimately mature and flourish in their relationship with God. Not only does it expand Scripture, but also facilitates Prayer time with Prayer points, thereby triggering the reader to desire to continue pursuing a life deeply devoted to God.



Minding my Jusinlss...

and then Menopuase...early!!

Xofi Madafa

My first thought

Helloooooh, I was in my early 30s, busy fetching my life and then suddenly I was experiencing a host of symptoms. Menopause is hardly spoken about, heck, even at school we were taught about puberty, the birds and the bees and pregnancy. Some activities should have been replaced by lessons on important phases of life. Thorax vs Menopause, go figure! Needless to say, your-girl blindly suffered for years before seeking help.

I think I should have paid attention when my periods started becoming irregular. But because I was on a journey of abstinence – and because there was no chance of any pregnancy scare, I didn't give it worry much. Besides, I was not dealing with the 'inconvenience' of periods, but I still experienced period pains and the rest of the PMS-shebang. Then came the hot flashes, night sweats and insomnia. I initially put the insomnia down to my globetrotting schedule because I am an international flight attendant. I was convinced that it was just the effects of a messed up circadian rhythm due to various time zone changes.

As time progressed, the intensity and frequency of the hot flashes became worse. I started adjusting my life to coexist with them. For the first time, I became that person that wanted the aircon to be low even on cold days. I started carrying a fan in my bag. Gym became my happy place because there, I could sweat to my heart's content and nobody would look at me funny. Because iyhooooo, the hot flashes have a way of coming at the most inopportune of times – while serving a passenger onboard or having a conversation in a social setting and all eyes are on you. That alone, messed up with my confidence. My light started dimming. Before I go too far, let me quickly do what I should have started with:

Menopause, Perimenopause, Premature menopause, Early menopause, Surgical menopause, Medical menopause, Post menopause – let me explain:

MENOPAUSE: This is the point of transition in a woman's life from a reproductive to a non-reproductive stage. This transition is confirmed by 12 consecutive months without seeing a period. It normally happens from the age 45.

...I was living a doublelife, smiling and happy in public while crumbling inside.

PERIMENOPAUSE: This phase describes the lead-up to when the periods eventually stop and is the most symptomatic phase. This can be a very confusing time that is full of misdiagnosis.

PREMATURE MENOPAUSE (younger than 40years) happens when ovaries stop the process of maturing eggs due to lower levels of estrogen (female hormone).

EARLY MENOPAUSE (between 40 and 44years)

SURGICAL MENOPAUSE: Some women will go through menopause before time due to having surgery to remove their ovaries or womb.

MEDICAL MENOPAUSE: Medical menopause occurs in women whose ovarian function has been affected by medication or medical treatments like chemotherapy and radiotherapy cancer treatments.

POST MENOPAUSE: menstrual periods stop permanently and the reproductive hormones (estrogen) slow down and affect hormone levels which leads to a slew of symptoms.



According to Australian researcher Jean Hailes:

- \* 20% of women will have no menopause symptoms.
- \* 60% will experience mild to moderate menopause symptoms
- \* 20% will experience severe symptoms that will affect their daily life.

#### SOME OF THE SYMPTOMS OF PERIMENOPAUSE/MENOPAUSE:

irregular periods | hot flashes | night sweats | insomnia | vaginal dryness | mood swings | weight gain | brain fog | anxiety | heart palpitations | irritability | fatigue | depression | decreased libido | tingling (pins and needles) | joint pain | itchiness | burning mouth | muscles tension and aches | breast tenderness | lectric shock sensations | headaches | changes in taste | bloating | food sensitivities/IBS (Irritable Bowel Syndrome) | thinning hair | brittle/weak nails | bladder incontinence | dizzy spells | worsening or new allergies | loss of balance/clumsiness | lack of concentration and focus | change in body odour | dry skin

Back to my story: the insomnia quickly led to fatigue, starting my day feeling run down, irritable and moody. Take into consideration that my job required me to always be on the ball, friendly and efficient. How could I be efficient when brain fog had reared its head and forced me to forget the smallest and simplest of things. I would know what to say or do but it was like my mind was suspended in the air...brain fog.

I started becoming a wallflower, not wanting to be seen or spoken to. I didn't want any attention on me. I started dreading going to work, being with people and slowly socially isolated myself. During this isolation and insomniac period, I started making accessories which birthed my African-print clothing line - Indigenously. I was living a double-life, smiling and happy in public while crumbling inside.

...I am being what I wished was available to me. I needed information, I needed faces like mine, I needed people my age.

I lost interest in the many things that used to bring me joy, I lost a lot of weight because my eating habits changed. Personal care and hygiene went out the window, especially when I didn't have to go out or to work. My thoughts started changing and becoming darker and darker. I started questioning the point of life. I became deeply depressed, yearning for and envisioning peace. And that peace only seemed possible through death. I imagined different ways of ending my life. One day, I got an epiphany that I was actually entertaining suicidal thoughts. That was when the veil lifted and I backtracked to the past few years, I jotted down all the changes and researched.

that was the first time I got an inkling that I could be menopausal...but I was still thinking...I am so young???



I got my formal diagnosis at age 36, post menopausal at 44 and still experiencing some lingering symptoms but I am thriving because I am informed and empowered. I am loving myself. I am still chasing my goals. I am living life to the fullest. My light is brighter than ever.

You will read more about my journey when I release my book. I tell it all, no stone unturned.

P.S. I have taken it upon myself to host Menopause Dialogues through MaskOffWithXoli on social platforms. These include Menopause in The Workplace dialogues and workshops because it is a taboo subject in those spaces. There is a large number of women showing up tat work while suffering in silence. Men need to be informed too since they co-exist with women, besides, there is male menopause too. Inclusive conversations with leaders need to happen to create safe and supportive environments. I am also researching how our grandmothers navigated this chapter before civilization. I am being what I wished was available to me. I needed information, I needed faces like mine, I needed people my age.

My parting shot: the moment you suspect that you might be peri-menopausal, please pay attention and seek help if need be. Menopause is not just for those we call 'old'.

Wishing you an easier transition period



### A PICTURE THAT GAVE ME NEW LIFE

Megan Toni @by\_megantoni



I didn't expect a single photo to change my life. But that's exactly what happened.

I was visiting my sister and her husband in Thailand, and we were taking casual holiday pictures on my first day out. Later, when I looked at the photos, one in particular stopped me cold. In it, I was hugging my brother-in-law. My face was puffy, my double chin visible, my thighs looked so large they completely hid him from view, and my stomach was rolling over itself. I felt exposed, uncomfortable, and deeply ashamed. I had not realised how far things had gone until I saw that image.

It wasn't just about how I looked - it was about what I saw beneath the surface—a woman who had lost her spark. Three years earlier, I had gone through a difficult divorce. Around the same time, I left a job that had drained me of all confidence. Since then, I'd just been going through the motions. Working. Sleeping. Eating. Existing. I wasn't choosing ioy. I wasn't choosing me. It was just one foot in front of the other.

And I certainly wasn't taking care of myself.

That photo was the wake-up call I didn't know I needed. For the first time, I saw what others might have already seen - someone who had slowly disappeared into her pain. I had been using food to manage my emotions for years. Every sadness, every frustration, every moment of stress or loneliness was silenced with snacks, comfort food, and takeaways. I didn't know how to process what I was feeling, so I ate instead.

But that moment flicked a switch



I knew that I didn't want to feed disgusted with myself anymore. I didn't want to keep numbing my life with food and distraction. I wanted to experience pure joy again. I wanted to feel again. To feel proud. To feel strong. To feel alive

The first step wasn't a diet. It wasn't just a gym membership. It was honesty. I had to acknowledge the real reasons behind the weight gain, the disconnection, and the emotional exhaustion. I had to choose a different way of coping

Slowly, I began replacing destructive habits with kinder ones. I learned how to move my body in ways that fel emnowering not punishing

I found support in products and routines that truly served me. I started feeding myself properly - not just food, buttaffirmations, boundaries, rest, and purpose.

Along the way, I started seeing physical changes, but more importantly, I felt huge mental and emotional shifts. I no longer needed food to be my comfort. I no longer lived from a place of emptiness and feeling unworthy. Now, I work fo myself. I run a business I'm proud of, supporting others to grow their brands with strategy and Soul. I get to create connect, and contribute as a woman who's finally getting to know her worth.



veight" or have the perfect body, but because I see someone who ought for herself. Someone who chose healing over hiding.

Do I still have hard days?

Absolutely! But I now have the tools to cope in healthier way. I chat to God. I move I pause. I reach out I remember the vession of me who is finally ready to this ve.



Questions from Editor

HOW LONG DID IT TAKE BEFORE SEEING THE DIFFERENCE? It was around six months before I started noticing a real difference. Not just on the scale, but in how I felt. My clothes stopped feeling like they were vacuum-sealed onto my body, and I could actually move and breathe comfortably in them. That was a huge turning point. People started commenting on how different I looked, and for the first time in years, I wasn't cringing when I saw a photo of myself. It wasn't about perfection. It was about feeling lighter, physically and emotionally.



If you're reading this and feel like you're just drifting through life, I want you to know this: You're not alone. You are not too far gone. One photo, one moment of clarity, one act of courage can be the start of everything changing. That photo in Thailand broke my heart... but it also gave me back my life.

WHAT DITRUCTIVE BEHAVIOUR DID YOU REPLACE WITH KINDNESS TO YOURSELF? I used to turn to food for comfort whenever I felt overwhelmed, stressed, or sad. I used food to cope with emotions I didn't know how to process. Through this journey, I slowly replaced that with movement. I started walking my dogs regularly, signed up for boxing classes, and gave myself the time and space to feel instead of suppressing everything. I also learnt to stand in front of the mirror and really look at myself. Not with criticism, but with pride for how far I had come. Choosing myself instead of constantly putting everyone else first has been one of the most loving things I've ever done.

## WOULD YOU SAY IT WAS FIGHTING FOR YOURSELF THROUGH WEIGHT LOSS THAT GAVE YOU THE CONFIDENCE TO LIVE AND START YOUR NEW BUSINESS?

Interestingly, I had already started my business before this transformation, but I was still battling with deep insecurities and self-doubt. It was only after committing to my health and fighting for myself that things shifted.

The weight loss wasn't just physical. It helped me shed the self-limiting beliefs I had been carrying for years. I finally felt like my outside matched my heart, and that gave me the confidence to show up fully. I stopped worrying so much about how others judged me and started believing in myself. That change wasn't just visible. It was magnetic. Emotionally -I still have a long way to go, but my journey is a happier and brighter one now.

#### IS THERE SOMETHING SPECIFIC YOU LEARNT THROUGH THIS JOURNEY?

Absolutely! I've learnt the importance of self-love and of consciously choosing to put myself first, not out of selfishness but out of self-preservation. For years I was a people-pleaser, constantly pouring from an empty cup and believing that my worth came from how much I gave to others. Now I know that looking after myself is not a luxury. It's a necessity. When I prioritise my well-being, I can show up as a better friend, sister, and businesswoman. You cannot pour from an empty cup, and you definitely cannot thrive from a place of depletion.



Marise Massachus in dustry since she

My excitement to feature Ayanda Nhlapo in arise Magazine is due to my fascination with her aura and approach to her creative career. She has been in the entertainment industry since she was a teen and moves with unmatched poise and grace. She's not the type that is seen everywhere yet she's never missed and captures the necessary attention every time she's seen. It seems she's perfected the art of being at the right place at the right time.

Whether the success we see as her audience is what she envisioned or not, it remains a success that is refreshing and inspiring. The way she does what she does, reflects hard work, determination, strategy focus, and growth into God-intended success—something rarely seen nowaday. In a world where trends drive behaviour and strategy, she continues as though she's right on track and there is not a thing about to disturb, distract or take her focus off her goal.

She is the founder and Creative Director of House of Ayanda - a contemporary fashion brand rooted in African elegance, symbolism, and timeless expression.

She's one of a kind and reflects a deep commitment to personal authenticity, cultural pride, and creative excellence. I am grateful for the opportunity to explore her creative mind... Language of the commitment of the commitment to personal authenticity, cultural pride, and creative excellence. I am grateful for the opportunity to explore her creative mind...



You pour so much of yourself into building something meaningful and valuable, and sometimes it can take long for that value to be fully recognised. Another surprise is that although it is a very taxing process, the journey gifts one very special rewards to the heart and Soul. I am encouraged each time to lean more and more into my power by honouring my divine Calling by embracing my God-given talents. The journey has been miraculous and deeply fulfilling with God gently holding my hand, protecting me and guiding me through every step of the way.

The industry you're in seems to be intense in different ways. How do you navigate the space? I love and respect the industry, but yes, it is intense: fast-paced, competitive, image-driven, trend-based, and often inconsistent and unpredictable. Amidst all of the chaos, I've learnt to find my own rhythm and block out the noise. I've had to learn to navigate the industry without losing myself and facing uncomfortable moments, rejection, and spaces that try to dilute my values. But by anchoring myself in God, surrounding myself with people who keep me grounded, and remembering who I am, I am able to navigate with Grace and integrity. More so, I don't feel the need to be everywhere all the time. I stay grounded in my values, remain authentic, intentionally choose the spaces I want to be in and always protect my peace. I've learnt to say no and walk away when something doesn't align. I don't believe in compromising myself or values just to be seen.

Your first lead role was in a Coca-Cola advert. What did this signify or tell you? It was surreal. I felt seen and honoured to be chosen and trusted to lead the opening scene of such a huge TV commercial. More than that, it showed me what is possible and that my dreams are valid. I'd always dreamt of being on global screens for top global brands and productions, so that moment verified me in that I belong in that space, and deserve to be celebrated amongst the 'cream of the cron'.

It was also a reminder that visibility matters, especially for young creatives coming from places where dreams like that aren't always considered realistic. It affirmed that my story mattered and that God was opening doors for me.

What have been some of the challenges in your journey? Financial instability, industry injustices, self-doubt, rejection, depression, external pressures, missed opportunities, and even grief. There were moments where I questioned everything, moments where things felt too slow, too heavy or too quiet. I've learnt that God is in everything: the delays, the rejections, the silence and of course, the victories.

The biggest lessons are that:

- your gift will make room for you (Proverbs 18:16), but your character must sustain you.
- Healing, wholeness, and discipline are as important as talent
- pacing myself and not attach my value to the speed of my success.
- rest is not a luxury, it's a human necessity. I've mastered the art of resting without feeling guilty or like I'm falling behind, because one thing is for sure: when you're operating on God's divine timing, you're never late, alone, or behind. You're always divinely on time."

How do you marry Ayanda the woman to Ayanda the brand? The woman and the brand are deeply intertwined. I've built everything from a very personal place and protect certain parts of myself. Ayanda the woman is passionate about arts, humanity, culture, business, literature and Spirituality. I'm all about multidisciplinary storytelling based on truth, creativity, self-expression, empowerment, purpose, cultural representation, beauty, depth, wisdom and intention.

The brand is an extension of the woman: intentional, rooted, multifaceted. I don't switch between the two. I show up the same everywhere, with style, love, excellence, and authenticity.

You refer to God with ease in answering questions. He seems to be an important part of your life? God is not a part of my life. He is my life. I've walked with Him in valleys and on mountaintops, and He's never left my side. Every win, every open door, every healed wound, and the delays - it's all God. My relationship with Him is everything and very personal. It's based on love and trust - it's the one place I know I can show up as my full complete self. I know for sure that God loves me entirely and I fully trust in Him. I've seen and experienced His love in my life more times than I can count.

A few years ago, I found myself in a very dark place - broken and lost, unsure of myself and my path. When I ran to God and surrendered my entire being, I experienced a beautiful shift of healing and rising again. I have since been basking in God's love and light. My relationship with him gets better and stronger every day, as I continue to Glorify His Powerful Name and rest in His Peaceful Presence.

What has Faith done for you in your career? Faith has given me eyes to see what isn't visible yet. It's the reason I keep going when there's no evidence of success. Faith has opened rooms, protected my name, comforted me in silence, and reminded me that I was never doing this alone, but always with God and my guardian Angels.

For me, Faith encourages hope and belief. It has taught mee that timing is everything, particularly God's divine timing. My favourite verse that attests to this is Psalm 46:10: "Be still, and know that I am God." What's meant for you will always find you, but not before you're ready to hold it and not if you don't have Faith. That reminder keeps me steady when things feel slow or uncertain. I accept that things happen for me and not to me.



What is the House of Ayanda about and who is it for? House of Ayanda celebrates femininely authentic self expression. It is a South African luxury-meets-conscious fashion house rooted in African pride, storytelling, culture, elegance and timelessness. It's for the modern woman who wants to wear her power and her softness, who is drawn to detail, symbolism, and meaning. It's less about trends and more about timeless elegance and powerful style. House of Ayanda is designed for those who are not afraid to take up space.

How did it come about? It was born from a very personal place. I'd been dressing creatively for years and using clothes as a form of self-expression. It started with styling myself in a way that felt layered and honest. Over time, people started asking where I found the pieces. That curiosity pushed me to take it further. I realised that I was not just dressing up and having fun, but I was storytelling and evoking something in people. Ultimately, I wanted to see my ideas come to life and find a home in people's lives. So, I took a leap of Faith and turned that energy into a brand and fashion house, which not only speaks to style but also the importance of image. I chose to make pieces that reflected a bigger narrative about culture, identity, style and Spirituality.

What made you brave enough to take a leap into the competitive world of fashion? I didn't feel ready, but I felt Called. I've always had an interest in building something timeless, rooted in storytelling, education, culture, revolutionary style, and impact. I know I have something to say, and clothes have become one of the clearest ways to say it.

The fashion industry is intimidating, but I know I have a unique eye, one that fuses fashion with depth and storytelling. I'd been dressing for film, TV, events and red carpets for years. So, I backed myself, even when it felt risky. I knew the world didn't need more clothes but more truth and substance. That's what gave me courage, and I knew and know it will work out because it's rooted in God's divine purpose for me.

**House of Ayanda is participating in the upcoming Fashion Meets Gospel, what does this opportunity mean to you?** Being invited to showcase my new Spring Summer Collection at Fashion Meets Gospel truly aligns with my creativity and Spirituality. Creating a collection is a very spiritual process and a God-centred experience. My work has always sat at the intersection of culture, creativity, and purpose. Choosing to be a part of Fashion Meets Gospel is an exciting opportunity for me to expand the narrative of what fashion can be, where it can exist and whom it can speak to. I want to showcase how style and substance can co-exist, that you don't have to compromise who you are to create something beautiful and meaningful.

#### A special message to our readers?

As women, we carry many stories in our steps, in our choices, in our style. My career journey and especially the House of Ayanda are just a way I choose to tell mine. I hope it inspires other women to show up as their fullest, most layered selves, on their terms, and in their rhythm.



True success is not measured in achievements and accolades for the Christian woman navigating the demands of professional and business leadership. It's found in the deep, abiding peace that comes from living in alignment with God's Will. This starts with a posture of surrender. Surrendering anxieties and trusting in His divine plan. Life demands much from us and steals our focus and attention from the essentials that sustain. usTherefore, cultivating a morning routine rooted in Faith is not a luxury, it is the foundation of Godly Spiritual resilience and empowered leadership.

Beginning our day with intentional Christ-centered habits can transform our perspective, sharpen our discernment, and infuse our every action with purpose.

*The Grateful Adoration:* Before your feet even touch the ground, lift your heart in simple adoration to God giving Him Gratitude and Praise. Acknowledge His Sovereignty, His Goodness, and His Faithfulness. Try to recall specific Blessings from the past 24 hours. "This is the day the Lord has made; let us rejoice and be glad in it" (Psalm 118:24). This act of gratitude reorients your spirit from worldly worries to heavenly hope, setting a tone of trust and joy.

**Prayerful Posture & Breath:** Whether through gentle stretching, a few moments of intentional movement, or simply sitting in quiet prayer, engage your body as a temple of the Holy Spirit. Focus on your breath, inhaling God's peace and exhaling any burdens or anxieties. Use this time to humbly present your day, your work, and your leadership to the Lord. As Philippians 4:6-7 reminds us, "Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God. And the peace of God, which transcends all understanding, will guard your hearts and your minds in Christ Jesus."

Abide in the Word: Before the world's demands flood your mind, inbox take time to immerse yourself in God's Word. This could be a daily devotional, a chapter from a Proverb, or simply a few verses that speak to your heart. Allow the Holy Spirit to illuminate His truth for your day. "Your word is a lamp for my feet, a light on my path" (Psalm 119:105). This time of intentional study and connection to our Daddy, strengthens our Spiritual foundation, offering divine Wisdom for every decision we face.

Spirit-Led Intention: After spending time in Prayer and the Word, pause and ask the Holy Spirit for guidance on your day's intentions. What is one area where you can intentionally honor God in your work? How can you best serve those around you, reflecting Christ's love? This isn't about rigid planning, but about surrendering your agenda to His. "Commit to the Lord whatever you do, and he will establish your plans" (Proverbs 16:3).

Affirmation of Faith & Release: As you prepare to step into your busy schedule, speak a declaration of Faith over your day. Acknowledge God's Presence and Power. For example, "I surrender all control to You, Lord, I trust in Your perfect plan for this day," or "I am equipped by the Holy Spirit to walk in Wisdom and Grace." This final act solidifies your surrender, enabling you to face challenges with courage and navigate opportunities with discernment, knowing that "I can do all this through him who gives me strength" (Philippians 4:13).

## STRATEGY IN ADVERTISING IS LIKE A NERVE: INVISIBLE BUT ESSENTIAL

Strategy is a second toked because it operates be made the scenes. especially advertising. Yet, much like the human nervous system as a critical role in ensuring everything functions. The nervous system transmits signals that enables assement, sensation, and reflexes, keeping the body in a seament, sensation, and reflexes, keeping the body in a seament, sensation, and reflexes, keeping the body in a seament, sensation, and reflexes heeping the body in a seament, sensation, and reflexes, keeping the body in a seament, sensation, and reflexes messaging, audience engagement, and brand posteroing, ensuring the each campaign element works harmonicusly toward a unused goal. This metaph is highlights the essential, though invisible, nature of strategy, for without it, the entire advertising effort risks dysfunction and inefficiency.

Across the interconnected disciplines of advertising strategy functions much like a nerve in the human body—unseen yet vital. Just as nerves transmit sign is that coordinate movement, sensation, and remixes advertising strategy operates behind the scenes, shaping messaging, audience targeting, and brand positioning consumers may not consciously recognise the presence of strategy, but they feel its impact through cohesive compelling brand narratives that engage and persuade Strategy in advertising it is the invisible force that drive

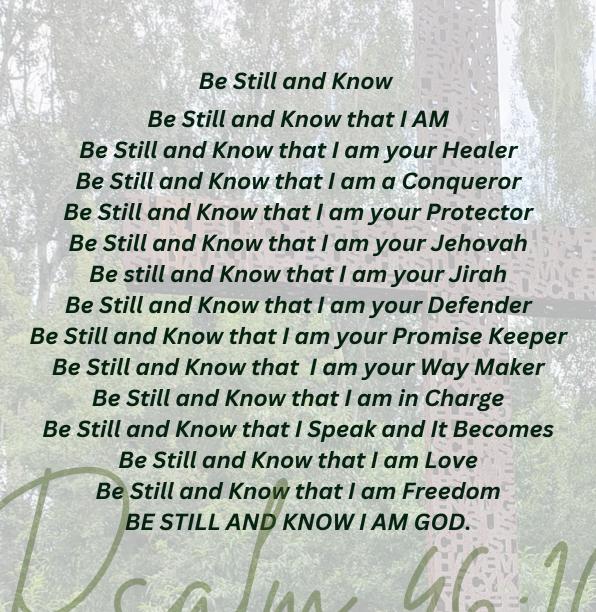


By Tumi Rabanye, Managing Partner - Strategy at Leagas Delaney South Africa

The Hidden Power of Strategy in Advertising Successful brands understand that creativity alone is no attention, it is strategic intent that transforms creativity int visuals, copy, tone, and media placement, must align wit becoming a collection of disconnected ideas rather than a

Strategic Alignment: The Key to Advertising Success Even the most innovative and visually striking advertisements of designed campaign must integrate brand strategy, media planning this brands risk wasted resources diluted messaging and missed

When strategy is neglected, advertising efforts can become system failure. Messages become inconsistent, consumer results. Strategic intent ensures that every advertisement between brands and their audiences.



### Faith. Connection. Community.

Radio Pulpit 657AM, South Africa's beloved Christian broadcaster, is turning up the volume with the launch of two brand-new online Christian radio stations. And trust us—this is great news and a big deal for anyone who believes in the power of uplifting content that speaks to the heart, no matter what language you speak.

Introducing Radio Pulpit Jikelele and Radiokansel Hartklank—two stations designed to meet listeners where they are, in the languages they love and understand, with a message that matters.





Radio Pulpit Jikelele: Faith for Everyone, Everywhere. Named after the Zulu word "jikelele", meaning "all around." This station embraces South Africa's rich linguistic diversity. Broadcasting in English and several vernacular languages, Radio Pulpit "Jikelele' ensures no one is left out of the conversation of Faith. It's an open invitation to all ages, rural and urban—to connect worldwide with Christ-centered teachings and Spirit-filled music in the languages that resonate with their hearts.

Radiokansel Hartklank: The Heartbeat of Afrikaans Faith Radio

For Afrikaans-speaking listeners, Radiokansel Hartklank is set to become a daily companion. With its vibrant mix of music, messages, and meaningful conversation, this station is tailored for the unique Spiritual and cultural rhythm of Afrikaans communities—not just in South Africa, but across the globe. It's your home for inspiring content, delivered with heart.

Visit radiopulpit.co.za and click on Radio Pulpit Jikelele or Radiokansel Hartklank or download the Pulpit App to listen to these two Online stations.

### Radio Pulpit Expands Its Reach with Two Exciting New Online Stations

# radio position of the second s

#### Did you Know:

- Radio Pulpit's current listenership is 400 000
- Social Media following is 235 000/month with a reach of 3 million/month
- Radio Pulpit provides businesses the opportunity to advertise on both Radio Pulpit and Radio Pulpit Jikelele.
- All adverts and interviews on Radio Pulpit Jikelele are value add to clients as part of the launch - meaning that clients do not pay double for advertising on the two stations.

#### Community Involvement

#### **Pitch Your Business:**

Through 'Pitch Your Business!', in partnership with the North-West University and I AM Youth (Radio Pulpit's youth web radio station), we empower future and current entrepreneurs with high-quality online entrepreneurship training for free. Winners of the 'Pitch Your Business!' Competition also receive media coverage by Radio Pulpit valued at R500 000 and 12 months business mentorship by the North-West University. Please contact jean@radiopulpit.co.za if you wish to become a sponsor of this competition. Promotional coverage is available for sponsors.

We are excited to launch the two new online radio stations. These new developments provide the opportunity to broadcast more language-specific Christian content. Listeners will be able to enjoy quality Christian radio in their own language, for longer." Rev Karel Verhoef, CEO of Radio Pulpit.

## Christian Women Business Network



The Christian Women Business Network is a safe space for business and career women to network, empower and support each other towards thriving business, career and personal lives. We have Chapters in different SA Provinces and an international footprint.

We create opportunities for founders, executives, entrepreneurs and business leaders from different sectors and industries to network, showcase business offerings and make connections that matter for growth.

#### Our Members and Friends:

Our community is of over a 1000 women that interact on different platforms:

- Business Leaders and Executives
  - Business Owners
- Professional & Academic Women
- Women in Ministry & Civil Society
  - Businesswomen Associations
- Women in Business Development
  - Community Leaders
    - Entrepreneurs
  - Government Representatives

## a magazine for the inspired



#### Business Opportunities:

- Sponsor a networking session
- Business Presentation during sessions
- Showcase in Business Expo
- -Advertise in arise Magazine

#### Some of the Return on Investment:

- -Premium Brand exposure at events
- -Promotional material in Gift bags
- -Feature in arise Magazine
- Feature CWBN website & Newsletter
- -Social Media features
- -TV and Radio Interviews and Mentions

Connect via QR or
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www.christianwomenbusinessnetwork.com
kea@christianwomenbusinessnetwork.com

South Africa's women entrepreneurs with the knowledge and support they need for their businesses to grow and thrive. With more women succeeding in the country's entrepreneurship ecosystem comes greater inclusivity, robustness and innovation which is essential to the advancement of South Africa's economy. Successful women entrepreneurs also pave the way for younger women who dream of starting their own businesses. Through education and support, they become equipped to serve as vital inspiration, role models, knowledge sharers and mentors for the next generation of women business owners."



#### A Tailored Approach to Developing Financial Acumen

The Road to Finance programme offers a four-step blended learning approach, combining asynchronous online content with live, interactive sessions facilitated by experts in the field. Participants will gain expertise in developing a clear vision for their business as well as understanding various financing options, preparing necessary financial documents, pitching their business to potential lenders or investors and negotiating terms effectively with financiers. The programme culminates in a pitching and community-building event, where participants will present their business strategies to key stakeholders, gaining valuable feedback and exposure to investment opportunities.

"I am truly excited to empower these visionary entrepreneurs to take control of their finances", says Sibongile Zulu, the GIBS Lead Faculty for Road to Finance. "We will begin by laying a strong foundation through mindset shifts and a deep exploration of each business owner's growth goals. They will be able to assess current financial health, focusing on profitability and exploring internal funding strategies, including strategic pricing and customer-funded models. I look forward to teaching them about product and service bundling, and how to use profitability analysis to make well-informed decisions as they scale."

#### Taking their Businesses to the Next Leve

According to a 2020 survey by the Cherie Blair Foundation, only 16% of women entrepreneurs had secured loans or investments from banks, and just 6% from financial service companies. Many respondents also reported encountering gender discrimination and bias when seeking finance. The Road to Finance was created to change this narrative by empowering women with the tools and knowledge they need to confidently access funding and grow their businesses.

Sibongile adds, "It's important for the participants to be guided through funding readiness, learning how to calculate their funding needs with simple, easy-to-follow methods. This will lead into a comprehensive review of funding options and assisting them in identifying the required documents when approaching funders. My focus will be on preparing them to confidently pitch to funders, culminating in a live pitching event and offering guidance on negotiating terms with potential investors. However, it is not just all about the numbers. I am also eager to help them build holistic confidence in their offerings, pricing, securing new business and funding, and their negotiation skills. Our aim is to equip the participants with both 'hard' skills—the calculations and strategies—and 'soft' skills—confidence and negotiation techniques, ensuring their confidence is rooted in solid business foundations."



#### Looking Ahead

With the support of DHL Express and the Cherie Blair Foundation for Women, The Road to Finance programme represents a significant step towards financial empowerment for South African women entrepreneurs.

By enhancing their financial acumen, women business owners will not only strengthen their own enterprises but also contribute to the broader economic development of South Africa.

Shereen Cassim Hassim, another of the participants in the upcoming inaugural Road to Finance training, is the founder of Book Express, a book seller enterprise based in Gauteng with both local and international customers. She is also in the planning stage of her second business, a trucking service. She says, "I am really looking forward to the programme as finance is the most vital part of any business; it is at the heart of whether your business is profitable or not. I am so grateful for the opportunity to attend the Road to Finance, and I am eager to learn and most importantly, implement what I learn. I also love to share the knowledge with my team and those in my network so that we can create a better and more sustainable economy both in South Africa and for the African continent which has so much potential."



#### About Gordon Institute of Business Science (GIBS)

Founded in 2000, the University of Pretoria's Gordon Institute of Business Science (GIBS) stands as a premier, internationally accredited business school located in Johannesburg, South Africa's economic hub. GIBS is dedicated to enhancing responsible individual and organisational performance, particularly within the South African and broader African contexts, by offering top-tier business and management education. Notably, the GIBS MBA programme has also been ranked among the top 100 business schools worldwide, making it the only African institution to achieve this distinction.

# BUSINESS & CAREER SISTERS Are a critical recessity!

For business and professional women, prioritizing mental health and overall well-being through meaningful relationships is not a luxury—it is a necessity.

In today's fast-paced world, businesswomen and professional women face a myriad of challenges that can take a toll on our mental and physical well-being. From the pressure to meet deadlines to balancing work and personal life, the demands of a successful career or business can often feel overwhelming. One of the most effective ways to maintain mental and emotional resilience is through building meaningful relationships—both individually and within groups. Here's how you can cultivate strong, supportive connections that enhance your well-being and success.

#### Nurture Authentic Relationships.

The foundation of well-being lies in authentic connections. Surrounding yourself with people who genuinely support and inspire you can make a significant difference in handling work-related stress.



For businesswomen and professionals, prioritizing mental and health well-being. Take time to cultivate friendships beyond surface-level interactions.

#### Join Professional and Supportive Communities.

Businesswomen thrive when they connect with like-minded professionals who share similar goals and challenges. Consider joining women's business networks. mentorship groups, or industry-specific forums where you can exchange ideas, seek advice, and receive mentorship. Local business associations offer a platform to discuss challenges, celebrate achievements, and gain new perspectives. Being part of a supportive community not only expands your professional reach but also creates a space for mental rejuvenation and shared experiences.

#### Seek Mentorship and Offer Support

Some relationships need not be labled mentor - mentee relationship, they may be that way in nature but a strong mentormentee relationship can be transformative in navigating professional challenges. Seeking guidance from experienced professionals can provide valuable insights, career growth opportunities, and emotional support. Likewise, offering mentorship to others fosters a sense of fulfillment and community.



#### Build Your Business Sisters Circle.

Just as we need sisters and close friends in our personal lives, having "business sisters" or "career sisters" is essential for professional and business mental well-being. These are the women who uplift you, provide honest feedback, and stand by you through career highs and lows.

Developing a circle of trusted business sisters fosters an environment of support, collaboration, and needed encouragement. Whether it's sharing career advice, discussing industry trends, or simply being a listening ear, these relationships create a sense of belonging and shared growth.

Investing in business sisterhood can be a game-changer in navigating professional challenges with confidence. Attend networking events with the intent to build genuine bonds rather than just professional contacts. Engaging in honest conversations and actively listening to others can foster relationships that provide emotional support and encouragement during challenging business and career seasons.

It is amazing what that one phone call, or text from a business or professional sister can do for your day, month or project.

#### Leverage Digital Connectivity for Support

In a world increasingly driven by technology, digital platforms provide an excellent avenue for building connections. Engage with professional groups on LinkedIn, participate in virtual mastermind sessions, or join online wellness communities tailored for businesswomen. While digital interactions should not replace in-person connections, they can supplement your network, especially in times when face-to-face meetings aren't feasible.

Women who uplift and support one another create a positive ripple effect, reinforcing a culture of empowerment and well-being in the workplace. Find your circle sister!

Teacher Ntswembu(Cindy Sebushi) the visionary of the National,

Prayer is a phenomenal educator and a curriculum overseer with a proven track record of excellence in teaching, assessment and curriculum management. As a proponent of quality teaching and learning in the 21st century, she is passionate about the wellness of teachers and their professional development. Her enthusiasms and innovative approaches continue to enhance the student's academic performance and school environments worldwide.

#### The Power in Praving Teachers

A discussion about the teacher cannot occur without acknowledging the divine influence of God. Teachers are inspired by a higher power to achieve a purpose that transcends earthly measures. There is power in Praying teachers because the efficacy and potential of teachers are intricately connected to their dedication to prayer. Their significant roles and responsibilities are such that they cannot be fulfilled by human capabilities alone.

Educators who engage in Prayer enjoy a multitude of advantages, such as diminished stress levels and reduced risk of burnout. They often exhibit increased patience and empathy, along with a deeper sense of purpose and fulfilment in their professional roles. Engaging in Prayer allows them to seek

guidance and wisdom, thereby improving their decision-making and classroom management capabilities. Prayer plays a significant role in creating a positive and supportive learning environment, which not only fosters academic excellence but also enhances the well-being of students.

Teachers who pray consistently demonstrate values such as compassion, humility, and Faith, inspiring their students to adopt similar principles. Their professional lives are often marked by remarkable attributes, as prayer enhances their creativity, enthusiasm, and overall job satisfaction, leading to more enjoyable and effective teaching experiences. There is power in Prayer because it enables educators to develop classrooms that act as nurturing spaces where students can thrive academically, socially, and Spiritually.

The role of a teacher is often fraught with challenges and stress, both physically and emotionally. Jesus not only understands the difficulties and setbacks that educators encounter (Hebrews 2:14–18), but he has also overcome them (Hebrews 4:15). He faced suffering, death, and temptation without sin. Recognizing that Christ fully understands our weaknesses and has experienced our suffering enables us to approach Prayer with confidence. Prayer is a vital avenue for achieving peace and guidance, bringing us closer to his daily mercies and wisdom. If we are to implement policy with excellence, we need to consistently draw nearer to His Mercies and Grace through Prayer. These Prayers should always be in harmony with God's Word, which serves as the ultimate benchmark for our thoughts, actions, and intentions (Hebrews 4:12).

The Word of God represents God Himself. The teachings of God encourage educators to depend on the truth conveyed through His voice. When educators receive messages from the Lord, they gain divine insight for lesson planning and instructional strategies, acquire wisdom to handle difficult circumstances and find motivation to combat feelings of burnout and discouragement. The Lord inspires them with inventive ideas and fresh methodologies, provides discernment to recognize the needs of their students, and instils a sense of peace and assurance in their vocation. As they attune themselves to His guidance, educators are empowered to teach and mentor with greater efficacy, resulting in transformed and fulfilled learners.

Those educators who are steadfastly aligned with God's will ensure the establishment of a nation that is both sound and purposeful.

Teaching is not merely a noble profession; it is a high call that necessitates the embodiment of the fruits of the Holy Spirit as outlined in Galatians 5:22-23: love, joy, peace, forbearance, kindness, goodness, faithfulness, gentleness, and self-control. Educators must cultivate these spiritual attributes to foster a positive and supportive learning environment.

Love enables teachers to forge meaningful connections with their students, while joy contributes to a vibrant atmosphere that enhances the learning experience. Peace allows educators to effectively manage stress and maintain a serene classroom, and patience equips them to accommodate diverse learning styles. Kindness fosters empathy and compassion, ensuring that students feel appreciated, while goodness encourages a positive and inclusive classroom culture. Faithfulness cultivates trust, gentleness promotes understanding in interactions with students, and self-control aids teachers in regulating their emotions and responses.

Educators should be continually reminded that Jesus is the cornerstone of the nation they are tasked with developing. It is crucial for those who influence the future, to maintain their Faith and uphold a righteous relationship with the Creator. Those educators who are steadfastly aligned with God's will ensure the establishment of a nation that is both sound and purposeful. Challenges will be unbearable if teachers are to rely solely on their own insights.

The influence of Praying educators is profound, as their Prayers shape the fabric of society. Nations are moulded by the guidance of teachers. Teachers must rediscover their purpose and fully embrace their calling by strengthening their relationship with God.

The practice of Prayer among educators holds considerable significance. Prioritizing Prayer enables educators to reignite their passion for teaching, reaffirm their dedication to their students, and cultivate a supportive and inclusive community that extends beyond the classroom.



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#### The Entrepreneurial Blind Spot Trap

The one thing that is not spoken enough of is the truth about the harsh and dangerous journey of entrepreneurship especially because entrepreneurs are ambitious big dreamers who believe in things that exist only in their minds.



Entrepreneurs are those who see a gap or a problem in the market and take risks to bring a unique solution. They are by nature creative and innovative. They believe in the things that have not been done and trust that they can transfer their thoughts and ideas to impact society or the marketplace positively through investing and making a good return on investment. In this article, we focus on the entrepreneur who is also the business leader or/and manager.

There is often confusion regarding the business owner, business leader and entrepreneurs. The main difference is that an entrepreneur conceptualises and initiates a new idea, is willing to invest effort, time and money to bring it to life and will take risks (that others may not consider smart). An entrepreneur has the conviction that the idea is the best and will become a success, even when others say the opposite.

Consider the young woman, Melanie Perkins, who founded the Canva App. She claims to have pitched the idea to over 100 investors before she heard a yes. Today millions of people from all over the world interact with the App daily. It is the belief in her solution that kept her pitching.

Uber is a solution brought to the world by two tech guys who on a winter night found themselves struggling to get a cab. They imagined "What if we could request for a ride from our phone?" And the idea has become a solution and a reliance many cannot imagine life without.

As much as Entrepreneurship can be exciting, rewarding and fulfilling, there is also the harsh and dangerous part of the experience that is not spoken of as much as it should be. The truth is that entrepreneurs are not necessarily business savvy and most learn and gain business savviness along the way to successful business.

The danger of entrepreneurship emanates from the possible life-threatening mental, emotional, financial and physical impact in the entrepreneur's blind spot due to their focus on nothing but the success they envision for the idea.

The life-threatening impact is in the worst-case scenario when the four aforementioned are simultaneously experienced by the entrepreneur.

Because entrepreneurs are dreamers, they mostly overlook critical aspects of business due to their focus on innovation and success.

Common

**Blind Spots** 

Offering Appropriateness: failure to take the necessary steps to fully understand or adapt their idea or solution to the market needs and customer preferences. Young or new entrepreneurs tend to be set on and are extremely protective of their ideas and solutions that they struggle to consider the reality of consumer's and target audiences' needs and preferences.

Business Finances: entrepreneurs may be so fixated on success that they fail to consider the discipline and importance of financial management and planning. This omission often leads to falling into the trap of losing more than just finances but assets, compromised mental health which can lead to weak physical health. This could be detrimental to one's family as well.

Scaling the Business: not every entrepreneur considers the forthcoming scaling stage of the business early enough. This is where business savviness comes into play. When the entrepreneur is also the business manager, they often realise too late that they are at the scaling stage, usually caught off guard to scale operations effectively.

The unpreparedness can be the breaking point to business failure due to finances, financial management, human capital and other resources not

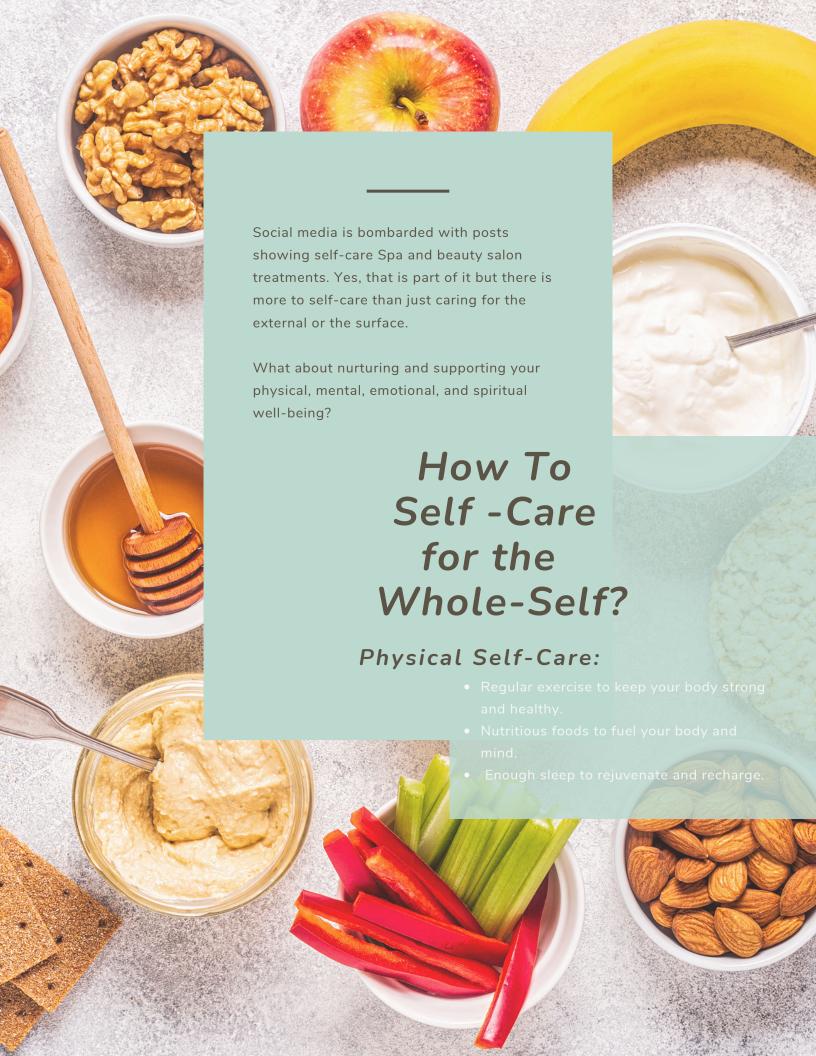
matching market demand.

Sharing the Load or Delegating: this could be the most common blind spot and trap. Because of being protective of the dream, the entrepreneur may struggle to delegate, viewing this as giving away control. There seems to be an element of fearing that someone else will mess up or will not do it as well as the entrepreneur, the dreamer and innovator.

Networking and creating a network of advisors and sponsors who can see in your blind spot and bring it to your attention is

Entrepreneurs must Continuously Educate themselves about various aspects of business management and the industry they operate in.

Head-on approach to avoid the entrepreneurial blind spots requires: self-awareness and seeking feedback from customers. counsel and meaningful mentorship from those who have gone before you. Entrepreneurs must be willing to bring other experts on board - as consultants or partners for improvement, growth and success.



#### Social Self-Care

- We all need to be supported. In fact we thrive when we know we are supported, so, intentionally build healthy relationships that bring support and connection
- Boundaries are very important towards protecting your time, energy, personal space in social interactions.
- Decide how and when you'll engage with your chosen community. It is not the community that dictates the when and how but you according to your self care and mindfulness goals.

#### Mental Self-Care

- Practicing quiet time feeds and calms mind and Soul. It also feeds the Spirit.
- Take up activities that stimulate your intellect and creativity, this helps to distress effectively and relaxes body and mind.

#### Emotional Self-Care

- Do not be too harsh on yourself. Stop judging yourself but validate your emotions
- Be careful who you let in your personal space...surround yourself only with supportive friends and family members.
- Make activities and people who bring you joy and satisfaction your priority

#### Spiritual Self-Care

- Prayer, fellowship, carefully chosen content and reflection are a must.
- Time in nature to connect with God's creation rejuvenates the Soul, reminds us of His greatness and relaxes the heart and mind...do it as often as possible.
- Your Purpose, Calling and fulfilment to life is important Remember to make room for activities that nurture and feed your sense of purpose and meaning in life.

Self-care for the Whole-self is essential for maintaining overall well-being and resilience.

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- Encourage Collaboration: The ability to work with different communities is imperative. It is therefore necessary to create an environment where leaders collaborate across teams and departments. This allows leaders to learn from each other to think bigger and not only limited to their portfolios.
- Reward Good Leadership: Acknowledge and celebrate the achievements of emerging leaders. By recognizing and rewarding leadership, you reinforce the desired behaviour and motivate others to follow suit.
- Never Stop Evaluating and Adjusting: Are the development initiatives effective? If not adjust strategies as needed. Feedback from participants will help to identify areas for improvement and ensure that development efforts remain relevant and impactful.

When leaders fail to foster leadership in others, it often results in several negative consequences for both the organization and its members. Here are a few key issues that can arise:

- Over-dependence: When leaders fail to cultivate leadership among their team members, they may become overburdened with tasks and responsibilities and it stifles growth and innovation.
- Lack of succession planning: What happens when leaders depart? The organization may struggle to fill important roles with qualified individuals.

 Low morale and engagement: When people do not feel supported in their leadership development, they may become disengaged and demotivated. This will lead to decreased productivity and increased employee turnover.

**Inefficient decision-making:** decision-making processes can become slow and bureaucratic when leadership is centralized and not distributed among team members. More agile and effective decision-making is accomplished when we empower others to take on leadership roles.

Overall, in today's rapidly changing world, failing to create leaders within your organisation or team can hinder its ability to thrive and adapt. Leadership development should be a priority for any organization, big and small, looking to remain competitive and innovative.

#### Reclaiming Our Wealth

God told Abraham "Look as far as you can see in every direction—north and south, east and west. I am giving all this land, as far as you can see, to you and your descendants as a permanent possession". This gift and promise are for us who believe in God. It is not only limited to the land but also what the land offers. Without land, we do not have the freedom to do what we need to do, or space to plant food to eat, build houses to live in, own and care for livestock and have meaningful opportunities to make a living and healthily grow our families.

When all of the above are absent, Spiritually, physically and mentally healthy people are also absent which translates to unhealthy families and communities. In other words, to look at wealth as money and possessions only is to miss out on the great wealth that comes with God in our lives.

Yes, we can leverage our skills, knowledge and resources through entrepreneurship, financial investments, career advancement, education and some good financial planning to create monetary generational wealth. Is such wealth enough? Is it wealth that gives life as the abundance that Jesus came to give?

Many can testify that worldly wealth is temporary and limited. One may have possessions and money to buy more possessions and services, but it does not satisfy our hearts or resolve the most serious life-threatening challenges and circumstances we have to face.

What we deeply hunger for, knowingly or not, is true meaningful wealth that is generational and cannot be taken away. It is wealth that we can enjoy and pass on to our children without negotiation, limit and fear.

This wealth starts with knowing God and spending time with Him. He says "seek first the Kingdom of God and His Righteousness, and all these things shall be added (given) to you. Without seeking Him, we hinder the full opportunity for the things to be added and given to us.

When we seek Him, we gain understanding and, automatically, a deeper relationship starts. The relationship leads to Faith. With Faith, we bear and enjoy the Fruit of the Spirit: kindness, peace, joy, love, faithfulness, gentleness and self-control, all of which bring overall wellness to self, our children and our communities. It breaks the shackles and bondages, empowers us and frees the heart of unnecessary weight and burden. When the heart is at ease, we are able to do, achieve and give more - Spiritually, emotionally and materially and when we know that giving is a Blessing and Blessed is the hand that gives.

Could it be we have taken the wrong turn towards the promised wealth? The land of milk and honey? True wealth is the one that breaks generational curses, the one that heals what medical doctors say is incurable. It changes circumstances which we cannot change with our power, intelligence, connections or money. True wealth is wealth that does not decrease or demolish, it comes from Faith in God because with Faith comes Grace, Mercy, Provision, Protection, Favour and the Promises of God coming to pass. There is no greater, more powerful and necessary wealth than the limitless, bottomless wealth that conquers all and that is the wealth that comes through Faith. Knowing that with Faith you can receive more than you ask or expect and say to a mountain move and it moves is wealth unmatchable to any.

God says "...I have given you a land for which you did not labour, and cities which you did not build, and you dwell in them; you eat of the vineyards and olive groves which you did not plant."

'I will not shame or forsake you and I will comfort and rescue you...your children hasten back and those who laid you waste depart from you. I will rescue and fight for you...

These are some of the wealth inheritance promises the good Lord has for us to reclaim. We need only to seek Him first.



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## IS YOUR SMALL BUSINESS FINANCIALY SECURE?



Small businessowners have their plates full and have a few curve balls thrown at them almost every day. Like entrepreneurs, they are mostly focused on making the business a success - a full-time job of juggling finances, marketing, HR and everything else, and may overlook the most important steps necessary to secure the business.

It is unfortunate that the curve balls that take up most of their time are not the fundamental factors that determine the healthy future and longevity of the business and as a result most small and medium businessowners turn to address the pivotal requirements for a healthy and strong business only at the time of need which is most of the time too late when the chances of losing the business or opportunities are high.

#### **HOW TO CREATE SECURTITY**

Point in case are the two years of Covid19 experienced by the world. Many businessowners were far from being secure and safe for the weeks, let alone the many months of no business transactions. The one element of business that needs a good handle is finance. But finances for entrepreneurs can be very intimidating which is why it is good to know the financial products needed to cover and create security for businesses.

Based on recent learnings, especially in South Africa, where unexpected looting and riots occur, businessowners must ensure that basic business and household insurance is in place for business premises, assets from theft or looting, fires, water damage or all other causes that could affect the normal day-to-day operations. It is also smart to think about what will happen should you as businessowner become sick and unable to generate income for days or months



The truth is that most small businessowners or start-ups are not always able to afford employees. This makes building and maintaining good relationships and collaborating with business associates on projects essential so that clients are not left unattended mid projects when the businessowner is incapacitated. Such relationships enable businessowners to generate an income, service clients, build credibility even when they are unable to physically be at the office

Most small businessowners are not financially in a position for all that is necessary to ensure their business' financial security. Unfortunately, this

#### THE SMART ADVICE IS TO OVERESTIMATE YOUR STARTING CAPITAL COST.

reality does not stop bad situation from occurring So, businessowners and entrepreneurs must protect their salaries and never stop paying for their medical aid insurance.

Right now, most businesses, Globally, are in financial recovery phase as a result of covid19.

Unfortunately, incidences such as electricity load shedding in South Africa leave little opportunity for businesses to exit the financial recovery stage.



However, there are countries that have suffered power outages for long periods of time but have somehow managed to keep their businesses and the economy growing.

One of the main reasons that small businesses fail, is a lack of upfront and ongoing financial planning - factoring as many scenarios as possible in the planning.

#### What To Do Next:

- Apply intelligent money management and stick to set strategies.
- Have a good plan and do not forget or postpone seeking good tax advice and learn basic accounting skills.
- Make sure you have chosen the correct business entity!
- Consider that it may take years to start making profit after starting a business. The smart advice is to overestimate your starting capital cost.
- It is smart to keep your business and personal fixed expenses as low as possible for as long as possible.
- When you start making a profit, do not to be tempted to immediately upgrade your business tools or lifestyles.
- Keep your personal finances separate from the business. Pay yourself a salary.
   Experts say the sooner you start the more secure you become, especially for future needs of the business.

This advice is only a highlight of what to take into consideration towards ensuring financial security for your business. It is necessary to continuously research and learn new ways to remain financially secure. Remember...there is always room for improvement.

By arise Mag Staff Writer

e-mail arise@arsiemamgz.com to let us know a topic you want us to focus on next.

Sources: Bizcommunity and xneelo websites





















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