

THE FEATURE

APRIL 2022

MAGAZINE

FIVE RULES

When introducing your children to your partner

SIMPLE WAYS TO BE HAPPIER WITH YOUR LOOKS

PRUDENCE RAMOTSO

On building a thriving shoe business

MENTAL HEALTH AWARENESS

end the stigma

How to ensure your restaurant tableware are thoroughly clean

"I believe in Africa. I live my life everyday for the continent".

LEBOGANG

Chaka

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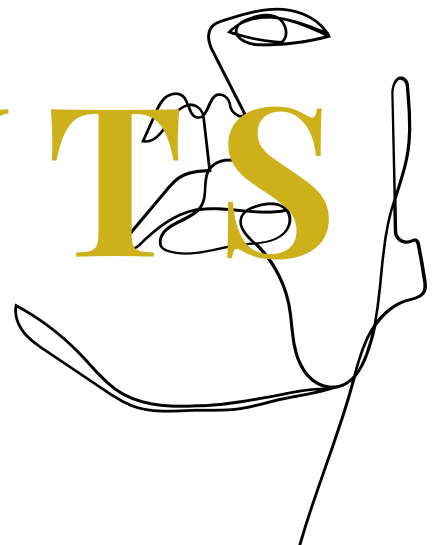
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As we enter autumn and at the same time getting ready for the coming winter, we are keenly waiting on some of the outcomes of the big bets we have made so far. I hope wherever you are and whatever plans you have made so far are tracking well or showing signs of progress. If not, hang in there and keep pushing forward.

I am excited about this issue, as we are featuring Lebogang Chaka who does not only confine herself to one career, personal or life path, but is dynamic and diverse as anyone can hope for. I look forward to sharing her journey with you as she inspired me personally over the years. I was privilege to have had her agree to write the foreword of my last published book “A Daughter of Pangea”.

HAPPY READING!

EDITOR'S NOTE

Miriam Dube



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HER.
A QUEEN.
A WOMAN WHO IS
USUALLY GLAMOROUS
AND DISTINGUISHED
IN HER FIELD OF
ACTIVITY.

LEBOGANG

Chaka

LEBOGANG

CHAKA:

Loving Africa

There is this saying about the African continent. The author, who is unknown, says that Africa is not just a place. S/he defines it as the heart of the world... "and there are only a few of us who have been touched by her". Her. The definition of her is the possessive form of she: a queen, monarch, regent, empress.

In her talks, Lebogang Chaka speaks about some of the great daughters of Africa. She speaks of queen Nzinga of Angola, who supported and rallied tribes for resistance against the Portuguese empire; and managed to escape capture for years until finally negotiating a peace treaty that enabled her to reawaken the fighting spirit of Angola's warriors.

Lebogang also speaks of queen Yaa Asantewaa of Ghana, a skilled farmer who ascended to the title Queen Mother in the 1880s. Asantewaa declared that if the men of the kingdom would not defend the people, then the women would rise to the challenge. This both motivated the men and challenged gender roles. She led the uprising and became an image of strength and resistance.

Born and bred in the small and almost remote town of Mafikeng, in the North West. Lebogang went from there to pursue her postgraduate studies in Australia. She holds a Master of International Business awarded with distinction and a Bachelor of Business and Commerce from Monash University, Australia. She is also an alumni of the Thabo Mbeki African Leadership Institute (TMALI). All these things have helped open up her eyes about the continent and its needs.

Her. A queen. A woman who is usually glamorous and distinguished in her field of activity. Often showing up with pink nails, and her hair done, Lebogang insists that women need to bring their 'whole self' to the table. She advises women to embrace their femininity in all aspects. "Whatever it is that makes me a woman, I bring it to the table, I don't leave anything outside of the door", she explains.

Lebogang happens to be the few of us 'who have been touched by her'. Departing from a successful corporate career that included stints at conglomerates like Accenture, Deloitte and KPMG – Lebogang heeded her dream of becoming a pan African speaker; to speak about the African continent and figure out a livelihood through being a speaker and an entrepreneur.

She drew her confidence and got assurance from her African heritage. A heritage riddled with powerful women who led councils, advised powerful kings, led revolutions, and came out glorious – all without compromising their femininity.

Her boutique management consulting firm called Afro Visionary Legacy was perfectly positioned, staffed and skilled to assist its clients in strategic advisory services and public speaking across the globe.

"I believe in Africa. I live my life everyday for the continent". These are Lebogang's words during a speaking engagement at Thabo Mbeki African Leadership Institute Alumni Forum. Now, Lebogang is a Principal Director within the Strategy and Consulting business. She leads Accenture's Talent and Organisation (T&O) offering for Africa.

Today, she is at the forefront of nation building. A modern day Nzinga of Angola – who sits upon her knowledge and qualifications, the same way Nzinga sat on the backs of her soldiers to address the Portuguese. She has become an image of inspiration – igniting the fire in Africans to build the continent.



HER. SHE. AFRICA. QUEEN, MONARCH, REGENT, EMPRESS. A WOMAN WHO KNOWS NO BOUNDS. THE STORY AND JOURNEY OF LEBOGANG CHAKA IS ONE THAT REMINDS US OF AFRICA; HER BEAUTY, POTENTIAL, AND VASTNESS. MOREOVER, HER LOVE FOR AFRICA ENSURES THAT SHE FIGHTS FOR HER GROWTH – LIKE ALL THE POWERFUL WOMEN BEFORE HER DID.

MENTAL HEALTH

and the stigma



Prioritising your mental health is not a sign of weakness. No matter your race, skin tone, gender, or age, the good mental hygiene is a key to living optimal. Should you need assistance with this balance, help is available at safmh.org or contact Africa's largest mental health support and advocacy group at **(011) 234 4837**.



All that is **PRUDENT**

Businesswoman and mother of two takes advantage of lockdown to build a thriving shoe business

Prudence Ramotso has taken South Africa's fashion industry head-on as one of the country's self-made businesswomen with hopes of growing her brand to become a household name. Prudence originally from Sebokeng in Southern Gauteng, near Vanderbijlpark and Vereeniging saw an opportunity to start her shoe making business during a pandemic, when the country was in serious economic crisis.

Although South Africa faced the staggering Covid-19 death and infection rates, with most business closing shops and other sending their staff home, Prudence found the strength to finally put every doubt and fear aside and started Prudent Shoes - a South African female footwear brand. "In 2016, I was supposed to start my shoe business, but the fear of the unknown made me to keep delaying. I was comfortable with my 8 to 5 job. Going into business not knowing if it will succeed or not is a common fear that everyone has when starting a business," she says.

Prudence tells us that she became passionate about shoes at a young age. She says her interest in the shoe making business stems from the confidence she got when wearing heels because she is short. After having delayed for quite sometime before she could realize her dream, Prudence decided to register her business with the CIPC after having her second child. However, she did not have much to do at the time, it was only a registered business name (Prudent Shoes) and nothing else.

Now a mother of two and a family to look after, Prudence had to make drastic decision to ensure that she builds the legacy that will benefit her family, her children, and her children's children. In 2019, Prudence handed in a resignation letter where she was employed and finally had the urge to take a leap of faith.

“My children’s births and my resignation were a reason enough for me to start because I had this burning desire inside of me to just do it. I knew that it’s going to work out.”

Many people think of success as a straight line that goes from point A to Point B. But unfortunately, this is not the case when building a brand from the ground up. The path to success can be likened to a wobbly line, with no proper direction to where it is headed. Looking back, Prudence says things took a wrong turn in 2020 when Covid-19 pandemic hits. She almost went back to her 8 to 5 job, but her determination fuelled her journey to the top. In 2021, Prudent Shoes started picking up in sales.

Her customized designs are what makes her brand stand out as she manufactures the shoes according to the client's instructions. The quality in her shoes is what makes the brand unique. Another thing that makes the shoes stands out is the engraved names on the soles of the shoes. She says Prudent shoes are personalized and given relatable African names everyone could resonate with. She believes naming the shoe add a personal touch to the design and it is also a way of the owner to communicate and bond with their shoes. “it’s the relationship I have always had with my shoes when growing up. I call them by their names. It’s a personal thing that my clients have loved.”

Many small businesses barely survived the Covid-19 lockdown restrictions, which left many business owners either penniless or struggling with most having to close doors permanently as they could not make enough to stay afloat. However, Prudence characterizes her success from being persistent and believing in herself.

Prudence’s journey goes to show how far hard work and determination can take you. It is also proof that when putting your mind to what you love, it is possible to achieve even greater than what you have initially projected. She believes that “Anyone can do business but without passion and the love for what you do, you are most likely to fail.”



Atthari Maweya

Simple ways to BE HAPPIER WITH YOUR LOOKS

As we all look different in every mirror, we have no understanding of how we really look. To make things worse, we are all viewed by others with different tastes and different visions. Someone might see you as dark or as lavender, while someone else might see you as apricot. Others have warped vision that leads them to see your body differently. Some are incapable of reasoning accurately. Technically, there is no validity in anyone's opinion. Everyone will express their personal preferences and dislikes. Therefore, what you and everyone else sees as beauty will vary.

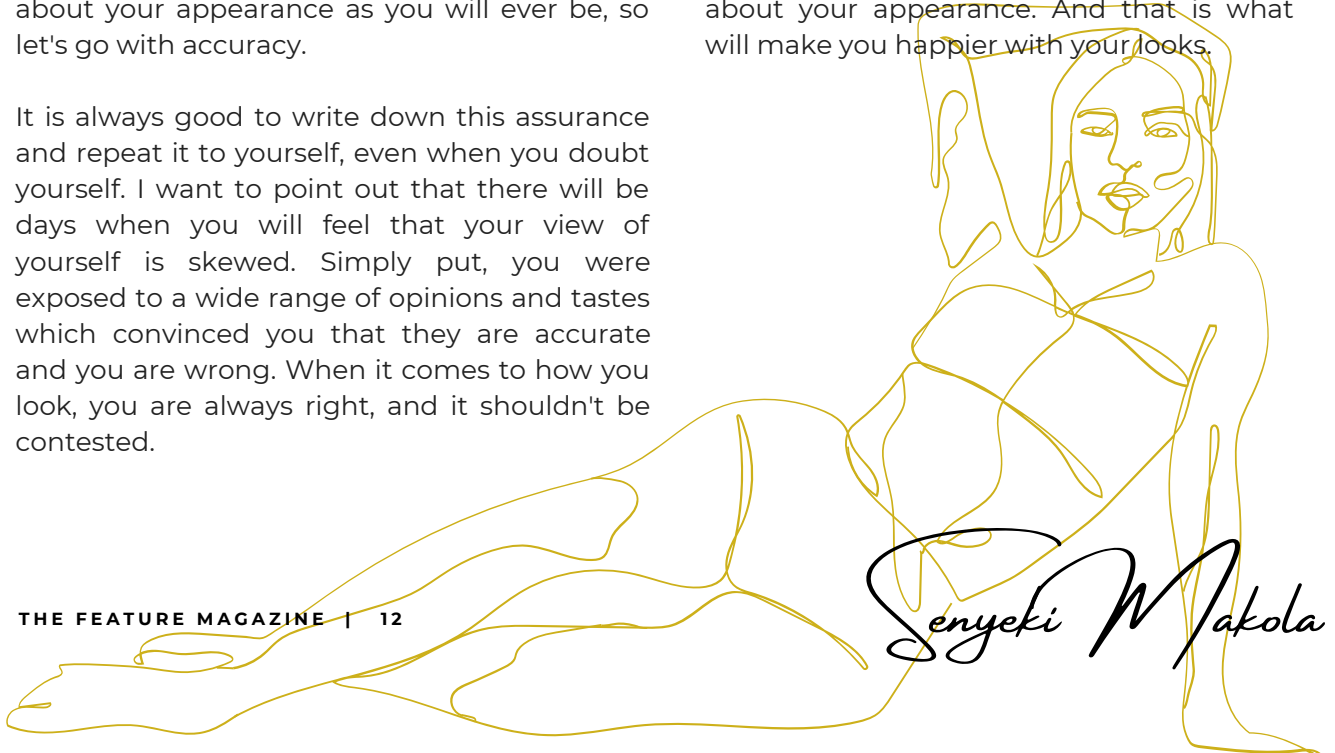
To begin, form an opinion about yourself - preferably a positive one. In this case, only your opinion is considered accurate, as it is not influenced by surrounding, inaccurate tastes, sights, or opinions. If you see yourself as beautiful, know that you are beautiful because there is no picture of what beautiful is supposed to look like in the dictionary. So to you, you are the definition of beautiful.

Affirmations. Assuring yourself continually of your newly formed, accurate, and positive view of yourself is important. Keep in mind that because we all have different opinions, someone will always have a different perspective from how you view yourself. It is impossible for anyone to ever be as accurate about your appearance as you will ever be, so let's go with accuracy.

It is always good to write down this assurance and repeat it to yourself, even when you doubt yourself. I want to point out that there will be days when you will feel that your view of yourself is skewed. Simply put, you were exposed to a wide range of opinions and tastes which convinced you that they are accurate and you are wrong. When it comes to how you look, you are always right, and it shouldn't be contested.

Live, breathe and eat your positive opinion about yourself. Keep in mind who you see yourself as at all times. As much as possible, keep your thoughts positive since psychology says you manifest all thoughts. Make sure that when your brain collects and recycles thoughts into reality, it is using positive thoughts. You can materialize all that is positive and control your own narrative. A powerful tool!

Repeat this process until you are completely convinced that you are who you think you are. We are all surrounded by opposing views, and these can often be negative in nature and cannot define who you are, which will make you feel more confident about your appearance. And that is what will make you happier with your looks.



GLOBAL ACCESS:

Approved

Being a small retail business owner can be daunting and can create a number of emotional turbulence. From fearing the unknown, the fear of loss and the fear of failure. I can assure you that everyone who has ever kickstarted their business has had a number of fears and that you aren't the first; even if it may feel that way.

When you create a business you're hoping for success, for financial gain and as much exposure as you can get. The importance of doing thorough research and then creating specialised content for your targeted audience when in the hopes of accelerating your business is a factor that is often overlooked by many small online businesses. How will you reach your target if you don't know who you're targeting?

Look at it like this, if you know your audience you understand their needs and wants, their values as well as their form of communication — do they respond best to video, images or just plain text? These are some of the things that need to be considered before targeting anyone in an online form.

Your online business like any other business has an objective and that objective has to be achieved. Business objectives refers to your aims that help you decide your upcoming decisions and the direction in which you want your business to go. Are you trying to increase your product market share? Strengthening your customer service? Bringing a new look to your retail brand? You need to ask yourself what exactly are you trying to achieve at that particular time in your business. We're surrounded by online communication on a daily basis and it's important to observe what your brand's objective is in order to effectively communicate that to your audience.

We have some questions that may help you determine your objectives should you be a little puzzled:

-
- **What kind of online retail business are you?**
 - **Why did you decide to start your own business?**
 - **What problem does your business solve?**
 - **Who are your targets?**
 - **What's different from your business to other businesses?**
 - **Will this business make you money now or in the long run?**
 - **Who are your competitors?**
 - **Which part of your business generates more income/Which part doesn't?**
-

Once you find and understand your objectives, we then move to specialised content creation. Believe or not but a form of content creation is something as simple as posting an image of what you ate at the coffee shop down your street — it's still regarded as creating content. The only thing that changes in this instance is the content strategy for your business. Is the content you're creating and putting out valuable to the retail market that you're in? Is it relevant? Is it quality? In order to successfully answer these questions you need to step outside of your body for a moment and think about solving someone else's problem/meeting their needs.

Online marketing is quite straight forward; what you put in is what you get out — most times. If you continuously put in the work, you have a higher chance at succeeding. The first step to a successful online retail business is one that has been mentioned before; more research. At this point you know your objective as well as your audience; you can now create content for your targeted audience that you've conducted research on by crafting your ideas into high value written or visual pieces.

It's important to continuously be on your toes and keep up with trends/what's relevant. As a small business owner, you are your own Marketing team. By approaching your retail business that way; you're not only creating a brand awareness but you're ensuring your business is always first thought when people need your services. Now you're probably thinking where would I even post this content when I don't have a website?

Luckily for you, with being an online business you don't have restrictions to the number of audiences you can reach; you have global reach because everyone is on the internet these days. The smart way to go about it is to optimise that to the best of your abilities by using these online business platforms:

- **Facebook (2.70 billion)**
- **WhatsApp Business (2 billion)**
- **Instagram (1.16 billion)**
- **Twitter (353 million)**
- **LinkedIn (350 million)**

Now that you've done your research you'll know exactly which platform works best for your niche market and which platforms your audiences are consistently on. If you decide to optimise all platforms, you have to split them into different types of audiences. For instance, your primary audiences may be on Instagram and Facebook. This is where most of your focus should be because you're guaranteed engagement and support from your primary audience.

Your secondary audiences is a group of people that aren't most likely to buy a product from your retail business but can still be regarded as the second most important audience. Your tertiary audience refers to the group of people who often go with the wind, they'll buy your products when they're popular or when there's a sale/special that everyone is talking about. This is the group that's less likely to engage and have your products as their first option.

Consistent content creation within online brand marketing is vital. You have to moderate your posting times; eventually you'll figure out around what days and times work best for popping out content to your audiences; that way you maximize your organic reach without paid ads. Once you've discovered the best times to post you can head over to Hootsuite, a free application that aids in scheduled posts across multiple platforms.

If you're quite forgetful, this is perfect for you. Invest in your visual appearance. As humans we are visual beings and are attracted by pretty things. Your online retail brand pages should have color coordinations, cohesive information across all platforms (and not scattered) as well as lots of graphics. There are different applications with templates that can be optimised should you not have the best eye and detail for creativeness; such as Canva, Adobe Spark, Visme and Photopea.

Always remember that you're not alone, there's a number of things that have been created for our benefit; that help us with things that we may not understand but would like to try to grow our small businesses. They're accessible, they're helpful and most importantly free. By pushing yourself to invest effort and time into something you love, you're bound to see the results of your work quite soon.

“Before the reward, there must be labor. You plant before you harvest. You sow in tears before you reap joy.” – Ralph Ransom

Siphesihle Yokwe



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This rich floral fragrance moisturising tissue oil is your miracle beauty rescue product. Enriched with Vitamin E and Bio Pharm Oil, it is non-greasy and easily absorbing. Suitable for all skin types.





WHEN CAN M OLD MEET M

One of the greatest challenges of all is when can we start dating again and when do we stop feeling terrible about it? As a single parent, I received a lot of backlashes from other parents when I got back into the dating world because unfortunately, I too became a single mother at a young age. So, I too am still hoping to meet my very own "Prince". However, sustaining a relationship while adjusting to the idea of wanting to be the perfect mom didn't go quite as planned.

"MOTHERHOOD" is the only permanent role with no off-days, leave, performing all duties of a doctor, counsellor, mediator, teacher and many more. As young girls becoming mothers was one of our life goals growing up. We often had baby dolls made of socks, blankets, and all sorts of things we could find. The size or shape of the baby did not matter if we too could play "Dolly -dolly" with our friends. Though in reality, motherhood has turned out to be rather different from what I had imagined, I wouldn't trade it for anything even for a full nights' sleep

I believe I speak for many mothers when I say nothing, not even a manual itself could have prepared us for the journey we have taken. From having to handle pregnancy and the endless cravings and sicknesses. To locking up cupboards and hiding away pots and pans so this tiny adventurous little human could be safe, I must say being a young mother myself I think I am in a 'critical but stable' mental state.

As much as we try to learn our children there's always that burning desire to hopefully meet 'the one' if such does exist. The question is when and how are the correct ways of getting back to dating while looking out for your children. If you are a single parent like me, I'm sure this question comes to mind quite often.

Y 6 YEAR Y MAN?

According to an article I read on the topic, there are “FIVE RULES” for introducing your children to your new partner.

- **Timing is essential to healthy family adjustment after divorce.**
- **Keep in mind that your kids may view your new love as a rival**
- **Consider your children's needs for security and reassurance**
- **Ask yourself: Is my love interest a good fit for my family?**
- **Invite your children's feedback for ideas about how and when they meet your new partner for the first time.**

I truly couldn't agree more, Mothers play a huge role in their children's lives, caring for them, loving them, teaching them, and so much more. The way a child develops can be largely attributed to the role that their parents and caregivers play in their lives, and this is what petrifies me to the core. The people we let around our children have as much influence on how our children turn out in the long run.

Studies reveal that our generation of mothers seem to find motherhood quite challenging, if you ask me, I haven't done an outstanding job at mastering motherhood myself either. Don't you just hate it when you look at other moms on social media who seem to have it all figured out while you can barely make it out of the house with your eyeliner correctly applied before leaving the heouse? Well, I hate it.

Believe it or not, most women are just trying to make it to Sunday, reality is we have no off days or sick leave, but we can let down our hair and ease the expectations of having the perfect child and make the best of motherhood.

Nthari Maweya



A close-up photograph of a white plate containing a meal. On the left side, there is a portion of spaghetti mixed with a stir-fry of vegetables including green beans, red bell peppers, and mushrooms. On the right side, there are several pieces of chicken, including a drumstick and a thigh, which are coated in a thick, glossy, golden-brown sauce. The text 'FOOD 'O CLOCK' is overlaid in large yellow letters, with 'Stir fry with sticky sweet & spicy chicken' in white and yellow script below it. A yellow arrow points from the end of the script text towards the bottom right corner of the page.

FOOD 'O CLOCK
Stir fry with sticky
sweet & *spicy chicken*

Ingredients

- Salt
- Sugar
- Carrots
- Olive oil
- Chicken
- Spaghetti
- Soy sauce
- Red onions
- Mushrooms
- Baby marrow
- Oregano spice
- Cayenne pepper
- Dry Rosemary spice
- Worcestershire sauce
- Black Pepper crushed
- Mrs H.S. Ball's chutney original recipe

Instructions

Spaghetti

- Boil half a pot of heavily salted water
- Add spaghetti when water starts to boil
- Wait till spaghetti is soft and add 1 tbsp. of olive oil
- Let it boil until cooked then take the pot of the stove and strain the water from the spaghetti.

Stir Fry Vegetables

- Cut up carrots and baby marrow into small strips
- Slice up mushrooms
- Cut an onion in half then slice both sides against the grain
- Wash the vegetables
- Oil a pan with olive oil at high heat until hotx
- Add onions and cook until caramelised
- Add ¼ cup of water to deglaze and drop the heat to medium
- Add the carrots, baby marrow and mushrooms
- Cook till soft then sprinkle 1 tsp olive oil, 2 tsp salt, 2 tsp black pepper, 1 tsp dry rosemary, ½ tsp oregano, 1 tbsp. Worcestershire sauce, 1tbsp soy sauce and ¼ cup of water then mix well and leave to simmer
- Add the spaghetti in the pan of vegetables and mix well then take the pan of the heat

Chicken

- Use olive oil as a binder for the spices on the chicken and rub it thoroughly on the chicken
- Add salt, black pepper and Robertson chicken spice
- Thoroughly coat the chicken and cover it and leave it in the fridge for an hour before us
- Preheat the oven at 180 degrees Celsius
- Add chicken and let it cook until it's been cooked through
- Take it out, cover with a cloth and let it rest
- Sticky sweet and spicy sauce
- Add 1/2 cup water in to a small pot and let it boil at high heat
- Add 3 tbsp. sugar and mix into boiling water
- Wait until the mixture has a syrup like texture and then add 2 tsp Cayenne pepper, 1 tsp salt, 3 tsp soy sauce, 1 tbsp. chutney and mix well
- Drop heat to medium and let simmer for 5 minutes

Sticky Sweet and Spicy Chicken

- Add sticky sweet and spicy sauce to the rested chicken
- Shake the bowl of chicken to thoroughly coat it in the sauce

How to serve

- Plate the stir fry with a side of sticky sweet and spicy chicken

Enjoy!

Stir fry with sticky
sweet & *spicy* chicken



HOW DIRTY IS YOUR RESTAURANT CUTLERY?

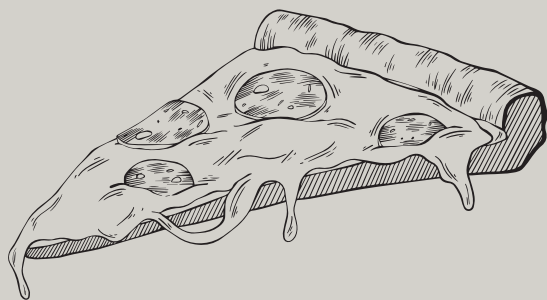
One morning I had to meet a couple of friends for a good brunch just to catch up and take a break from our typical busy lives when I found myself utterly disgusted over my plate of food. I began to ask the questions many of us avoid regarding the cleanliness of the food we eat in these well-known restaurants. Could it be true that food that's produced in hygienic conditions be of a higher standard than meals prepared in a hygienically-compromised kitchen?

Could it be that the price you pay determines the standard of service you receive? Well, I received my plate of food and as I was about to dig-in, I was shocked to see a not so clean fork on the side of my plate. I began to wonder who used the fork before me, what health challenges might they have, how often does restaurant staff ensure that these items are currently cleaned and what if they are not at all.

According to an article published last year by Bustle.com on the cleanliness of restaurants, a survey revealed that dirty utensils were the number one issue that restaurant customers complained about as they were not up to acceptable standards. While this research didn't touch on the specifics of the germs that appear on your silverware, it did prove that this is a real issue in the food industry.

Successful restaurants have strict food hygiene rules in place without a proper hygiene and cleanliness policy in place, a restaurant runs the risk of failing health and safety inspections, contravening compliance laws and falling out of favour with its customers. It's the duty of the restaurant manager to ensure that health and the wellbeing of both customers and staff are met.

However, if you found yourself in a position such as mine what is your next course of action to ensure that health standards are met? Before I could wrap my head around what had just happened, my friend lost it and caused a scene leaving both patrons as well as staff disgusted and in shock. So to avoid embarrassments, here are tips to ensure that hygiene rules are met before going to a restaurant.



Check customers reviews, I can't stress this enough, although most of us are controlled by the hunger it is always a good idea to use social media to your advantage so as to avoid getting caught up in a dodgy backyard restaurant that boils chicken in the backroom loo room. Check what its previous customer's experiences, how long it takes to prepare food on a busy night/day as well as their compliance with food hygiene standards.

Begin by identifying the hygiene risks that kitchen staff need to be aware of. According to an article, It is good to draw up pointers of critically important operations of both staff and guests so as to raise awareness of anything that may compromise hygiene for yourself and fellow guests.

Using your common sense. Surely we all have that little voice within that whispers in your ear when something looks dodgy or not worth the fuss and in all honesty how many times has that voice misled us. If it looks too good to be true, it probably is. Run Run Run as fast as you can think twice before you sit down and lick your fork clean.

Bring your own Silverware. I heard prevention is better than cure and I couldn't agree more. If you happen to doubt the cleanliness of restaurant cutlery as it is used by a lot of people daily rather bring your own. This way you are sure when last it was cleaned in a way that meets your standards.

If you happen to find yourself second guessing the cleanliness of your fork, remember you are not being paranoid. Encase bringing your own cutlery slipped your mind the best option is the traditional five-fingers God blessed you with although this may just turn off your date.

Nthari Maweya

