

POWERFUL
OUTSTANDING
UNIQUE
TALENTED

BEST FEMALE SELF-EMPOWERMENT
**PUBLICATION
IN AFRICA**

2020 MEDIA INNOVATOR AWARDS

OUR INSPIRATION
**NONI
DLAMINI**

A STORY ABOUT A WOMAN WHO IS

POWERFUL | OUTSTANDING | UNIQUE | TALENTED

**OUR
MADISON HEART
OF NEW YORK
POUT**

#50000 CAMPAIGN
POUT X MADISON HEART OF NEW YORK
WE WANT YOU!

ISSN 2617-0582



**women +
business**

#POUTMOVEMENT



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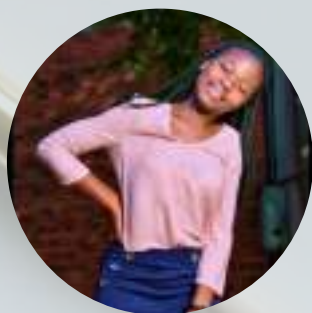


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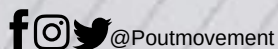


KHANYISA CHAUKE @Poutmovement
 POUT MEMBER

POUT is one organisation that I have associated myself with that has equipped me and helped me grow. It consists of females who are unemployed, employed as well as business women, and it does not matter if the business is big or small.

WWW.POUTMOVEMENT.COM

WWW.MADISONHEARTOFNEWYORK.COM



Go to www.poutmovement.com/madison-x-pout to register

BE PART OF THE CHANGE

The Madison Heart of New York #POUT50000 campaign is a call to women who are ambitious, fearless & have a hunger to change their world and communities around them. These like-minded women have a desire to reach their full potential and in so doing, create a wave of change within themselves, communities and South Africa.

Conceptualised by POUT MOVEMENT (a self-empowerment organisation for women) and POUT Magazine, the aim is to have a total of 50 000 women, who will utilise their skills and talents for the aim of economic development.

The objective is for POUT MEMBERS to pool together their skills, talents and resources for the aim of economic empowerment.

The Madison New York #POUT50000 campaign is inspired by the 20 000 women who marched to the Union Buildings in 1956 to protest against the pass laws of that time, and their right to freedom of movement.

Looking back at what they achieved, they laid the foundation for us to continue fighting for our freedom of movement, and our freedom to realise our fullest potential.

With the Coronavirus, we are reminded that this freedom should not be taken lightly. It is now even more pressing to forge a future that South African women can thrive in.





BECOME A **POUT**
Member



NONHLANHLA ZWANE @Poutmovement

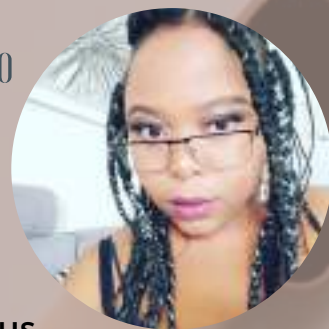
POUT MEMBER: FOUNDER & OWNER OF CLOUD MILKSHAKES

I joined POUT "because I saw a movement that supports women in business and a great support structure. I more than anything love the fact that POUT MOVEMENT is really empowering women. I love that it not only focuses on the business side of life but also our well being, This is a first in Africa and I see it going very far. I'm glad I'm part of something this big that also makes me belong.

PHILILE GAMA @Poutmovement

POUT MEMBER: OWNER OF CREATIVE ASSIGNMENTS, MNANDI BISTRO & SHE BAKES

POUT movement has come up with a great initiative. Thank you! Society needs a lot of women empowerment platforms that will bring women together and empower them to become the best version of themselves. POUT is a game changer for us, and I'm excited to see more from the magazine.





The potential POUT MEMBERS who want to join this campaign should be ambitious, driven, enterprising, big dreamers, optimistic, be able to operate within a collective and have a burning desire to be part of creating change.

Whether you are unemployed, a student, in corporate or an entrepreneur or just want to support the cause of women empowerment by showing your solidarity WE WANT YOU TO JOIN!

KATIA RIBEIRO
POUT MEMBER: OWNER OWNER OF TRANSFORMAR (PTY) LTD

POUT
POWERFUL OUTSTANDING UNIQUE TALENTED

Before joining POUT MOVEMENT I needed to find my purpose. I needed to feel that I belong somewhere. I needed to make a difference, to make a change and when I joined a few years back my life changed. POUT MOVEMENT changed my life. It was the first place that I could be completely free, open and most of all transparent.

Women working together to empower each other in beautiful ways as well as working to make a difference in our communities is truly the best gift.

MADISON #POUT 50000

KATIA RIBEIRO
OWNER OF
TRANSFORMAR
(PTY) LTD



MADISON THE HEART OF NEW YORK, with its headquarters in Johannesburg is the perfect partner for this campaign as the company strongly believes in women empowerment. As a shoe brand, MADISON THE HEART OF NEW YORK wants to make sure that they are there every step of the way in the lives of South African women as they take up space in the world.

Kelli Kupritz, Marketing Manager for Dodos Shoes which owns MADISON HEART OF NEW YORK feels more than ever that women's rights need to be protected and celebrated. "The Madison brand is about empowering women to feel their best, to feel confident and to always be true to who you are. Give a girl the right shoes and she can conquer the world – Marilyn Monroe".

ABOUT POUT MOVEMENT

POUT MOVEMENT is a self-empowerment organisation for women. POUT stands for Powerful, Outstanding, Unique & Talented. We also publish POUT Magazine which is a self-empowerment publication for women.

ABOUT MADISON THE HEART OF NEW YORK

Inspired by the bustling streets of New York and the chic fast-paced lifestyle of the city, Madison has created a range with a fearless approach to fashion just like the women who wear them.

Each collection has energetic injections of colour and detail for the sophisticated modern style devotees to the Madison brand. From everyday 'staples' to glitzy statement shoes, Madison has every trend covered. Colour block, to pastels and sports luxe the Madison Footwear shopping site is a one-stop shop for every woman's foot candy-needs.



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Member

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FEMALE EMPOWERMENT & ALL THINGS POUT...



Our Madison X POUT 50 000 campaign is still going strong and we have recently welcomed new members into our POUT FAMILY this year. These members are assisting each other to grow not only in their personal lives but professionally as well. If you want to be part of this incredible group of game changers, have a look at this campaign on page 2. Remember, it is only R100 for a lifetime membership.



You are Powerful beyond measure,
Outstanding for every effort that you make,
Unique for there is no one like you & Talented
because you are blessed with the ability to
contribute to society. Follow us on social media

   @Poutmovement

POUT MERCH



Check out our new POUT MERCHANDISE.
Make sure you get yourself an item or two.



FOUNDER'S NOTE

Hi POUT family,

Hope you are well and safe. We proudly bring you the fourth issue of POUT Magazine which is graced by the accomplished TV expert and practitioner Noni Dlamini. Her story and journey illustrate the climb to greatness, and how one can utilize their pain to carve out a successful career path. Noni embodies the definition of POUT: powerful, outstanding, unique and talented.

We are still in the midst of a terrifying virus, which has taken the lives of loved ones and family. Don't forget to tell the ones you love and care about, how much you cherish them. Remember we are not out of the woods yet, so take the necessary precautions to ensure that you're safe.

Don't forget to take up the challenge of being a POUT MEMBER and be part of the change. Exciting things are happening within the POUT MEMBER community.
#MADISONxPOUT50000

Zaza Motha
Founder & Director



01 NTHABELENG LIKOTSI

Entrepreneur Nthabeleng Likotsi made history as the first woman to be granted a licence by the South African Reserve Bank to own a mutual bank. With a stellar team behind her, her co-operative financial institution (CFI) Young Women In Business Network is on its way to operate as a mutual bank and has given black women first preference as shareholders. For more info visit www.ownthebank.co.za



02

02 HAIR CARE

We love MPL's Charcoal Purifying Shampoo and Conditioner, a solution to your product build up and dandruff. It contains sulphate and is a paraben free purifying charcoal shampoo and conditioner backed with the many benefits of charcoal. Available to buy from Takealot.

For more info visit www.mplhair.com



03

03 HAIR AT A BARGAIN

We absolutely love Lady Tee's Affordable Quality Hair because they show us that looking good doesn't have to cost you an arm and a leg. Don't miss out on the latest hair trends by shopping a variety of Brazilian, Peruvian and Malaysian weaves, as well as hair products.

Visit www.ladyteeshair.online to order or WhatsApp/Call 074 351 1311





04 LIFTING EACH OTHER UP

We have to acknowledge and give a shout out to POUT MEMBERS who are selflessly using their resources, time and talents to uplift other members. POUT MEMBER Nokuthula Mdlalose managed to hook up another member Joey Dlamini with a TV interview on eNCA where she shared her expertise on bullying. Check out her interview on YouTube! Women empowerment in action!



05 YOCOCO ARTISANAL DAIRY-FREE ICE CREAM

You must absolutely try Yococo's artisanal dairy-free ice cream which is a dream for vegans and tasty too. The ingredients used are locally sourced. Founded by Sine Ndlela, she realised that there aren't enough vegan ice-cream places that she liked. Flavours include granadilla, mixed berries and salted caramel. To find out more, visit www.yococo.co.za to see where you can buy yours.



06 SHOP BUYISWA

If you love earrings and believe that they are an extension of who you are, then you need to check out Buyiswa Earrings. These exquisitely handcrafted clay earrings are not only beautiful but also lightweight. Limited number per design. To buy go to www.layoverart.com/collections/buyiswa-earrings or e-mail layover.art@gmail.com



BECOME A
MADISON[™]
THE HEART OF NEW YORK
DIVA!



EARN CASH WHILE YOU SHOP!

MAKE MONEY WITH MADISON

Shoe brand Madison New York is offering you the chance to make money. This opportunity could not have come at a better time, when we are all looking for opportunities to balance our finances. Madison is offering you an opportunity to apply as a Madison Diva.

Once you register, you then share your unique discount code which will give people 10% off their first order then you can earn R20 in cash for every purchase that is made using your code. Go to <https://shoebox.co.za/pages/madison-diva>

07

Apply to become a Madison Diva online and our team will get back to you with your application results and your unique discount code.

THANDO COLLECTIONS



Thando Collections, owned by Nothando Dube, has a range of circular African-inspired bags which are causing a stir. The current range includes the Tsonga range which has a vibrant burst of colour and design, as well as the Nguni range which beautifully plays on the monochromatic colour scheme.

A date-night bag (20cm) costs R300 and an original bag (30cm) costs R400. Visit www.townshiptourismworldwide.com/shop/ or WhatsApp 079 966 0458 or e-mail thando@townshiptourismworldwide.com



08 AN ERA

Zinhle Jiyane, famously known as DJ Zinhle, has an entrepreneurial drive that is inspiring. Having recently launcher Hair Majesty (wig business), hot on the heels of that she launched another Era store at the Mall of Africa as well as her reality show called UNEXPECTED which airs this month on BET.

Era by DJZinhle is a timeless fashion accessory brand which she founded in 2012. To buy, visit www.erabydjzinhle.com for more information





MOFAYA
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Seizing The Moment

DREAMS IN ACTION



FOUNDER OF MOFAYA DJ SBU WITH POUT MEMBER & BUSINESS WOMAN ZUKISWA JONAS ON THE 6TH BIRTHDAY OF MOFAYA

Beverage company Mofaya celebrated its 6th birthday in February with a bang and one of our POUT MEMBERS PurpleCherry Taster owner and baker Zukiswa Jonas spotted an opportunity to be part of the celebrations by gifting its founder entrepreneur and media mogul DJ Sbu with a cake. The POUT team got in touch with the camp at Mofaya, and as the saying goes, the rest is history.



FACEBOOK & INSTAGRAM @PURPLECHERRYTASTE

“I offered Mofaya a cake because I felt that it is such a milestone that deserved to be celebrated. I mean we have all seen DJ Sbu going out there, building Mofaya from scratch.

He is such an inspiration because he never gave up on his dream. And of course to also get our name out there as PurpleCherry Taste, says Zukiswa”. She describes the experience as amazing. "He was so engaging. Honestly what I see on TV and social media is what I got. He is so motivating, respectful and grateful.

I mean I was the one thankful that he accepted my proposal of me making him the Mofaya cake but it was the other way around.

He was so grateful for it. POUT MEMBERS are women who are leaders in their own right and are in pursuit of carving a path of greatness. One trait that is common, is the ability to spot opportunities that allow them to shine and Zukiswa did just that.

“I would like to say to other POUT MEMBERS never let an opportunity pass you by if you can do something about it, because it might be the stepping stone that you need, or the seed that will grow into fruitfulness.

Thank you to the Mofaya team for this opportunity and for continuing igniting the fire.

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A CREATIVE FORCE



NONI DLAMINI

Noni Dlamini's body of TV work has touched many South Africans and as you read this you've probably come across her work. As an accomplished TV content creator and practitioner, she has worked on television shows such as Take 5, Zola 7, Shift, It's For Life, Khumbul'ekhaya, Date My Family, Ciske Ngafa (produced under her own company and was nominated for a SAFTA), CorreXions and Abandoned. She took a leap of confidence by moving from behind the camera to the front as presenter and creator of High Tea With Noni. POUT had a chat with this creative powerhouse to find out more about her.

GETTING INTO THE TV INDUSTRY

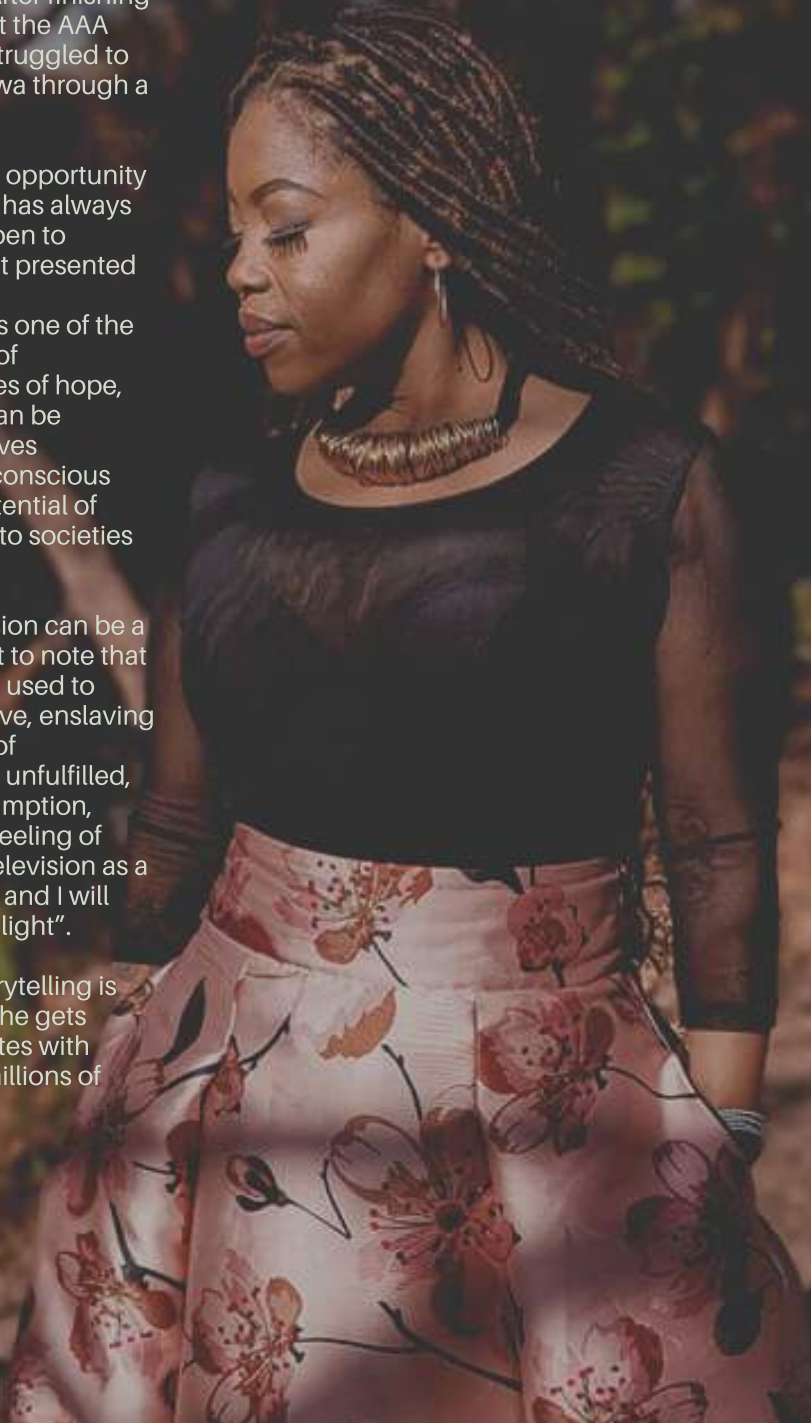
Noni's entry into the television industry was as a production assistant and PA for award-winning South African actress and documentary film maker Xoliswa Sithole. "After finishing my copy writing course at the AAA School Of Advertising, I struggled to get work until I met Xoliswa through a friend".

Noni felt that this was her opportunity to tell the stories that she has always wanted to tell and was open to explore opportunities that presented themselves.

"I believe that television is one of the most powerful mediums of communication. Messages of hope, healing and inspiration can be broadcast to millions of lives simultaneously on a subconscious level, and this has the potential of causing a paradigm shift to societies at large", says Noni.

She also adds that television can be a distraction. "It's important to note that the same medium can be used to deviate us from the positive, enslaving us in a continuous cycle of consumption and feeling unfulfilled, leading us to more consumption, which leads to a greater feeling of being unfulfilled. I view television as a means to TELL A VISION, and I will continue to view it in this light".

Her authentic style of storytelling is evident in the work that she gets involved in which resonates with audiences and garners millions of views.



“

NONI DLAMINI**TV PRODUCER, BUSINESS OWNER & PRESENTER**

*I BELIEVE THAT
TELEVISION
IS ONE OF THE MOST
POWERFUL MEDIUMS OF
COMMUNICATION.*

*MESSAGES OF HOPE,
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POTENTIAL OF CAUSING A
PARADIGM SHIFT
TO SOCIETIES AT LARGE*

”

THE JOURNEY TO STORYTELLING

Growing up in Mafikeng (North West) and growing up in Ekurhuleni, Noni was always engaged in activities that involved storytelling including acting, debating, writing, poetry, drawing, painting and singing.

“I have always wanted to tell stories. I come from a middle class family where I lived with my parents and three siblings”. Behind this picture-perfect family, Noni would have to deal with a number of obstacles. “Despite the fact that all looked very well from the outside, there was a lot happening in our home that has cost me years upon years of therapy, and healing programs but then again, whose childhood was perfect?”.

She grew up in a polygamous home which was the catalyst for her to be inquisitive about the world around her. “I grew up with a lot of questions around womanhood and being a girl child. It seemed as if anything feminine was seen as being a second-class citizen”. The way in which women were treated stood out for her. “It was the way they were expected to behave. I understand that a lot of what was expected of women previously stemmed from circumstances of our past and cultural practices, but it was hard for me to accept things as they were”, she explains.

“I grew up with a lot of questions around womanhood and being a girl child. It seemed as if anything feminine was seen as being a second-class citizen”

“Things such as the women facing the blistering Mafikeng sun at church in Lomanyaneng while the men faced away from the sun. The way in which women and girl children had to adhere to different rules than boys and men in our home.

The level at which I would observe my grandmother waking up an hour before everyone else only to get into bed two or three hours later than everyone else, after spending the entire day on her feet...and on weekends being bludgeoned for some reason or another.



In my eyes, all these things which were happening around me were a clear demonstration of the superiority of men over women, which then trickled to the superiority of mothers over their children. We, as the children, would bear the brunt of whatever challenges they were facing through their beatings”.

Noni also experienced her mother's wrath as an unfulfilled woman. “She was stifled by the weight of expectation placed on her through her marriage which then trickled down to me as her first-born child. So my awakening of gender inequality came very early in my life which made me very curious about the world around me”.

These reflections made her inquisitive nature stronger. “I have always been curious about people's stories. I had a keen interest in drama and had a streak of political awareness while growing up, which resulted in me being one of the first members of the South African Youth Parliament in 1997. Social issues have always been close to my heart and I have never been shy to speak up against injustices whether they were in my own home, at school or in the workplace”.

Her staunch Christian and traditional family background inspired her to think outside of the norm and break boundaries. “My parents were hoping that I would be a prim and proper lady who knew her place in the home and in society, but instead I ended up being a rebel with a cause. I questioned everything and have always been of the belief that we need to understand why we do what we do in whatever circumstance. This has always been a huge part of my life and the type of content that I would work on where I explored underlying issues”, she adds.

“It's never just about what is seen on the surface, there's always something deeper and I constantly want to uncover and understand what is happening. I always engage with people from a point of wanting to understand, never to judge or berate, just to understand where the other person is coming from, for them to do what they do”. Noni encountered trauma which would hinder her progress. In Matric while starring as Buntu in a play called *Sizwe Banzi Is Dead*, an audience member sexually assaulted her during the wrap party. “He said I was being an exhibitionist and wanted to be seen, so this was his way of seeing me.

Even though this was not my first sexual violation, for the next 20 years of my life I hid in the shadows because I was so afraid that if I'm seen...if my light shines too brightly, someone else would violate me to dim it', she says. “So I kept my light hidden under the table”



SHINING HER LIGHT

Her light would prove too powerful to be hidden and Noni found moments of courage which led her to start her own production company called Ndlovukazi Concepts.

"I started the company in 2008 when I wanted to tell different stories. Stories that mattered and those that change people's lives. Soon thereafter I learnt that breaking into television production as a company is a more complicated process, so I did small jobs over the years". She is currently in the process of changing the company name to Dream Alchemy.

"I feel that Ndlovukazi Concepts has served its purpose", she adds. Under her company, Noni and her team produced the popular SAFTA nominated *Cishe Ngafa* (a show about people surviving death) as well as *Abandoned* (a show about children being abandoned by their parents which is presented by Phumeza Mdabe) which were both flighted on Mzansi Magic. Noni's talents certainly have a thread of the midas touch and she effortlessly knows what makes a popular TV show. The Dream Alchemist would be an apt name for her production company. This is proven in how she birthed *High Tea With Noni*.



TURNING PAIN INTO PROFIT

"During level 5 lockdown in 2020 I had just gone through a harrowing break up and didn't have anything to distract me as I've always had. I decided to take my pain and act differently towards it. In the past I would've buried myself in work and alcohol, but that option didn't exist during level 5 lockdown". As the country shut down, the silence and stillness would force a lot of us to go within.

"Everything came to a standstill and I had to sit with my pain and work through it with the help of professionals who had previously guided me from very dark spaces in my past. While dealing with myself, it occurred to me that there may be people who are hurting too, but didn't have access to the people I had access to.

So I decided to do daily live broadcasts on Facebook with experts to help myself and other people navigate that period. A lot of those topics were closely related to what I was going through and it seemed as if they were striking chords with different people. So I decided to actually film a series of conversations in my garden with the support of different crews that believed in what I was trying to achieve. We initially filmed the talk show for YouTube and Facebook, but it ended up also being on Soweto TV'. WWW.POUTMOVEMENT.ACOM





She notes that putting a team together was the easy part and her light was beckoning her to shine even brighter. “The hard part was conceding to the fact that I was supposed to be the face in front of the camera. There were endless debates about this and Kgomotso, a friend and a colleague, finally won in convincing me.

My migrating from behind the camera to in front of it was a daunting task. Despite the fact that I had hosted TV shows before, I simply didn't believe that I was good enough to be in front of the camera. I have been told on numerous occasions that I do not fit the mould of being in front of the camera. I believed that only certain people could be in front of the camera and I didn't see myself as such.

“I have been told on numerous occasions that I do not fit the mould of being in front of the camera. I believed that only certain people could be in front of the camera and I didn't see myself as such”.

I believed that my voice is too harsh and my face was not friendly enough, and I'm too wide, too short...so overcoming all those echoes in my head was the biggest challenge. Fortunately I was part of the BHAD (Big Hairy Audacious Desires) program that is hosted by best-selling author and liberator of women, Kagiso Msimango. Working through that program helped me grow within myself and accept myself exactly as I am at any stage to achieve my desire”.

Through her own talk show, Noni is now doing what she has always wanted to do in the TV industry which is asking people questions, drawing out their stories and genuinely listening to those she interviews.

“The only difference currently is that it is my face on the screen as opposed to me scripting questions and content for someone else to act out what I do naturally. In all the years that I have been in this industry, I have always wanted to tell stories that heal”.



The Dream Alchemist

WHAT MAKES YOU POWERFUL?

My power lies in my ability to own my own story and to take full accountability for myself and my actions. I understand that nobody is coming to save me and that if I do my part, uMvelinqangi, my ancestors, universe and all the stars will align in my favour to achieve my deepest desires, no matter how small or big. What I want, wants me too. I am living testament of this.

WHAT MAKES YOU OUTSTANDING?

My voice. Not just the way it sounds (which is totally awesome and unique to me) but because of the content it conveys.

WHAT MAKES YOU UNIQUE?

All that I am makes me a unique individual. The culmination of all the experiences I have gone through with the understanding of them, makes me unique. I have the ability to relate to so many different types of people because I've had so many different experiences. I'm the same person who can chill on the curb of a street and drink ingudu with people base ekasi and still hang out with gluttonously wealthy people kae kae and I can relate. I've learnt that planet earth is my home, regardless of where I am, I belong.



WHAT MAKES YOU TALENTED?

My ability to adapt. I have a very fluid and adaptive personality. I believe in flow and will not go against the gradient to prove myself. Like water, I find the route of least resistance in all I do and in the process will erode the obstacles in my way. I'm not about the hustle, hard work and burning the midnight oil. I believe in living a life of ease.

Tune in








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IN A LEAGUE OF HER OWN PUMLA KEMA

A STORY ABOUT TURNING
YOUR LIFE AROUND



ISSUE NO. 4 | 2021 | PG 28

PUMLA KEMA IS AN EAST LONDON BASED PROPERTY PROFESSIONAL WORKING INDEPENDENTLY UNDER WE TRADE PROPERTY IN CAPE TOWN. HER ENTRY INTO THE PROPERTY INDUSTRY WAS PURELY BY MAGIC AND NOT PLANNED. HER STORY IS AN ILLUSTRATION OF NOT GIVING UP AND USING YOUR NATURAL TALENTS TO TAKE YOU AHEAD IN LIFE.



As a 23 year old entrepreneur, Pumla ventured into the events space because of her passion for entertainment. "I started doing events in 2013 then moved to lifestyle events the following year.

Sometimes events would not go as planned, which resulted in me getting into debt with service providers". In 2016, she then decided to take a break due to the financial burden.

"I needed time to heal and recover from the loss incurred. When things got tougher, I had to make difficult decisions". She had to enlist the help of family members to assist with her children.

"I left my son with his father's mom and my five-month old daughter with her great grand parents. It was painful but I had no choice".

Pumla gave herself six months to turn the situation around so she could be with her children again. "I couldn't cope without them next to me. I cried almost every day.

I worked hard to reach my deadline, which I did and my kids were back with me after six months. I remember someone saying *uyatyhoboza awupheli mandla (you're determined)* ...and I knew what I was chasing. I wanted a better future for myself and my children".

TURNING MISFORTUNE TO FORTUNE

One of the steps she took to turn her situation around, was a safe space to stay in. "I stayed around town but I urgently had to move from where I was staying. I then found a place and moved to Kidds Beach Umlele Heights at the Kidds Beach Green Estate which is about 25km away from East London.

This was in 2016 and the estate was still in its early stages of development. "This was not by choice. We needed a place to stay and the estate was starting out and desperate for clients.

They drafted and signed the lease immediately, meanwhile we did not have a cent to pay for it". With no airtime and no transport, Pumla embarked on the journey to move into her new place.

"Our furniture and clothes were out on the parking lot. I then phoned Vido, a friend of mine, who quickly came through. I explained everything and what was happening to me and he offered me transport and airtime. We then picked up some guys to help offload our things. I had no money to pay them and it was raining heavily. We were moving with a bakkie so everything was soaking wet", she explains.

"When we finally got the house and were busy offloading, R15 000 was deposited into my account from business associates we had approached to borrow us money.

They did not promise anything but they came through at the very last minute". She then fetched her kids and brought them to their new home.

With all that drama behind, I instantly fell in love with Kidds Beach. It was beautiful and peaceful. I'm naturally a marketer so I started talking about the development to anyone who would listen until my sister said I could actually sell these houses. She said there is nothing I can't sell (she's my number one supporter). I thought about it and decided to do it part time on a referral commission since I already had a database of everyone in East London through doing events. I then approached the company and proposed this over the phone. I struggled to get an appointment with the manager but nagged him until he agreed to meet with me. I got what I wanted and I was in business with them".

After a month, she received a call from the sales manager about a meeting request with the CEO of the company Tjaart van De Walt of MHG Property.

"I was excited and nervous at the same time asking myself what could he possibly want from me.



I quickly bathed, dressed up and walked to their offices because my car had a problem. It turned out I was called in to be offered a full-time job as their public relations officer with a fixed salary, phone and laptop. Things were really bad financially so I didn't have a choice but to accept it".

This was something that Pumla needed in order to make progress. "I thought it was a blessing even though it was not much as it only covered my rent, school fees for my two kids and groceries. I held the position for three months as I got bored of the 9-5 situation. I could not stand it. I wanted to work flexy time selling property and earn a commission. I'm goal driven and love pushing myself so I didn't mind the commission structure as it kept me on my toes and fascinating", she says. A month later she started selling property and has never looked back. "It's been five years since I have been in the property industry and I love, and enjoy my job. I plan on expanding in the near future".

CHALLENGES IN LIFE & BUSINESS

Pumla believes that the mountains that she has had to conquer have made her the person that she is today. "My mom passed on when I was two years old so a lot of people within my family got to raise me which include my brother, my sister, my mom's and dad's siblings.

Growing up without a mother made me wonder how my life would have been if she was alive. It's a loss you never heal from. As difficult as it is, you learn to live with it", she explains. "There's nothing like a mother's love. I believe that she would have been of great help in my life and that of my kids".

Business has also taught her a lot of challenges. "I suffered a loss of a lot of money because of a thunderstorm that took place and destroyed the outdoor lifestyle event I was doing, which got me deeper into debt.

Business is not for the faint hearted, I was obviously very frustrated but I'm generally a positive person". Her belief in a higher power pulled her through. "I always believed that it would pass. I'm also a very spiritual person. During tough times, I turned to church, cell groups and prayer which kept me sane. I'm a single mother of two beautiful children and by the grace of God I'm still standing".



I'm naturally a marketer so I started talking about the development to anyone who would listen until my sister said I could actually sell these houses. She said there is nothing I can't sell

PUMLA KEMA



PUMLA WITH CLIENT & INVESTOR LWAZI MARAWU FOUNDER OF MAZOYI GROUP

WHAT ARE YOUR GREATEST ACHIEVEMENTS

I have sold over 120 properties with resounding support of my personal chairman. I honestly wouldn't have done it without him. I gave birth to Impangele Estate at The Kidds Beach Green Estate and sold half of it.

I also became the developers trustee where I learned how to manage a development. Lastly but not least I am always humbled by the support of my Facebook family and East London community. I don't take them for granted. Their support is just phenomenal.

CONTACT 072 850 6670

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TIPS BY PUMLA

In order to make it as a sales person in the property industry you need the following skills:

- Well developed interpersonal and intrapersonal skills
- Sociable
- Tenacity
- You need to care about other people
- Conflict management
- Well presented and professional
- Thorough knowledge of your work
- Honesty

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MULTIPLE INCOME STREAMS



**SIEVA
ORGANICS**

**FLAT
TUMMY
TEA**

**YONI
STEAMING**



There are plenty of opportunities to create income or make extra income for yourself, especially during these difficult financial times.

Meet one of our POUT MEMBERS Mahlatse Tjale who has spotted such opportunities. She works full time and has found ways to supplement her income by being a registered supervisor and distributor for Sieva Organic Skin Care Products South Africa, a flat tummy tea distributor, and also reseller of yoni steaming products.

She came across Sieva on social media and has since never looked back. We chat to her about this particular opportunity.



WHAT ATTRACTED YOU TO SIEVA ORGANIC SKIN CARE PRODUCTS?

I joined Sieva due to the love I have for beautiful glowing skin, more especially using natural organic oils. I never had amazing skin while growing up as I had acne, stretch marks and uneven skin from my teenage years. Sieva has worked wonders for my skin and I want to pass on the same experience I had with others. I believe I can empower other women, so we can all strive together.

My service as a distributor reads, "stop selling, start helping". It is not only about money but restoring self confidence to my customers, showing them the natural beauty of their skin, maintaining their youthful look, and overall just making them feel beautiful as they are without using any chemical products but only natural organics.

WAS SELLING INTIMIDATING FOR YOU?

Selling Sieva was never difficult as I'm using the products myself. I'm the testimony myself so I sell with confidence as I know the results are impressive. I've been selling the products since 2019.

WHAT EXPENSES DO YOU COVER FROM THE INCOME THAT YOU MAKE FROM SIEVA ORGANICS?

The income covers most of my living expenses as the state of economy is tough, my salary alone does not cover much.

The income helps me a lot as I can at least save a bit of money for rainy days and also cover other extra expenses for my kids.

“Never give up on yourself, no matter what the circumstances.”

WHAT HAS BEEN YOUR GREATEST CHALLENGE?

I always tell myself that there is no challenge in life, instead we create our own challenges. I challenge myself to do great each day, to hold my head up high every day and make it through any given task.

WHAT IS YOUR ADVICE FOR WOMEN WHO ARE FACING DIFFICULT TIMES?

Never give up on yourself, no matter what the circumstances. Get up, keep your head high and keep going. Tell yourself each day that “you’re a Queen and Queens don’t fall, they walk in heels all day bearing the pain”.

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WNTF

WOMEN NAVIGATING THE FUTURE NETWORK



WOMEN NAVIGATING THE FUTURE NETWORK (WNTF) IS AN AWARD-WINNING ORGANISATION THAT DEVELOPS AND EMPOWERS WOMEN TO BE AGENTS OF CHANGE IN BOARDROOMS, COMMUNITIES AND SPEARHEAD ECONOMIC AND SOCIAL TRANSFORMATIONS. WE SPOKE TO ITS CEO AND CO-FOUNDER MATHABISO CHAMANE TO FIND OUT MORE.

HOW DID THE IDEA FOR WNTF COME ABOUT?

It started in 2015. The idea was to serve our communities by creating a network that can use its financial muscles and professional skills to drive change. We believed that if we empower women and equip them to be drivers of change, we will achieve a lot including equality and economic transformation.

TELL US ABOUT THE CO-FOUNDERS

I have two co-founders who are friends that I met at the University Of Orange Free State in 2004. Razia Adam (who has since left the organisation) and Portia Motloun. They are both powerhouses and very passionate about women empowerment and advocates for gender equality. Though the three of us founded the idea, I must say that our friends from the University of Free State Palesa Sekhoto and Siponono Malevu bought into the vision, and made sure that the foundation was solid.





CO-FOUNDER MATHABISO CHAMANE



CO-FOUNDER PORTIA MOTLOUNG



CO-FOUNDER SIPONONO AYANDA MALEVU

We have since grown. In 2019 we relaunched the organisation and formally registered it. In addition to the existing team, we had three amazing women who joined us and ensured that the organisation is well structured.

Thembisile Msibi joined as the Social Services Director leading our Mpumalanga branch, Sinenhlanhla Sithole is our Strategy advisor and Morongoe Namane is the Compliance and Legal Advisor.

HOW DO YOU DEVELOP AND EMPOWER WOMEN TO BE AGENTS OF CHANGE?

We source and secure funding from our network through membership fees and from organisations that are well established that have a similar vision to ours.

These funds are utilised to empower women through programmes like vision board sessions, business 101 workshops, career advancement and coaching workshops.

We work with NGOs that are mostly based in rural areas and develop them into resource centres where we bring information and services that can assist their communities with knowledge, skills and resources that contribute to economic transformation.

WHAT PROGRAMMES ARE CURRENTLY RUNNING?

These are the current programmes: **Vision Board Sessions** that take place at the beginning and at the end of each year.

She Matters, which is a project that runs throughout the year where we support girls with sanitary towels, career guidance and mentorship.

We were also fortunate to be recipients of the Rapid Response Covid 19 Grant from Gender Links which assisted us with feeding schemes and food parcel programmes distributed via our NGO partners. We have **101 Business Workshops** which run four times a year. We teach our small businesses and NGOs about business matters including but not limited to compliance, finances and taxes.

We recently started a **30-day employment programme** where we assist women to find employment. This runs throughout the year.



HOW CAN WOMEN BECOME PART OF YOUR ORGANISATION?

Our membership is open to every woman from rural to urban areas who find our vision aligned to theirs. We have three membership options with different benefits:

- **Member (R50 p/m):** this is our basic membership package which mostly accommodates our young ladies in high school, universities and unemployed women. This membership gives free access to workshops and a 15% discount on our annual conference and retreat camps.
- **Fellow (R100 p/m):** this package mostly accommodates women in the entry-level of their career and business, and it gives benefits such as 15% discounts in workshops and retreat camps.
- **Ambassador (R150 p/m):** this membership accommodates members who want to be ambassadors and get involved in running programmes and assist the organisation in sourcing funding. They also get recommendations on the work they do for the organisation. This package has benefits such as 25% discounts on workshops and retreats/strategic camps.



WNTF

Our members value proposition or our offers to our members:

EFFECTIVE NETWORKING PLATFORMS

1. Educational workshops
2. Women conferences
3. Fundraising and award gala dinners

ALUMNA SUPPORT STRUCTURE

1. Bursary Fund (members and their dependents)
2. Recognition of women's achievements
3. Bursary Fund for deserving students in high school and university

EMPOWERMENT SKILLS ACADEMY

- Entrepreneur Hub
- Mentorship Services
- Coaching Services

AFRICA ECONOMIC FUND

- Economic capital fundraising (investment portfolios)
- Socio-economic services, partnering with other NGOs on social impact projects for community empowerment and growth

WHICH AWARDS HAVE YOU WON?

We have been recognised on many platforms because of the work that we do with communities and through testimonials from our members and partners we serve with. The recent award that we received was on the 8th of March 2021 on International Women's Day where we were recognised as Drivers of Change by Women's Voice & Leadership.

We continue to pride ourselves on the achievements of our members in their careers and in their businesses as this confirms the impact that we have as drivers of change.

HOW CAN WOMEN GET IN TOUCH WITH YOUR ORGANISATION?

We're available on social media platforms such as Facebook, Instagram, Twitter and LinkedIn as Women Navigating The Future.

We can also be reached via e-mail womennavigatingthefuturen@gmail.com, call us on 071 873 4658 or visit www.wnfnetwork.co.za





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A CREATIVE FLAIR

PHILILE GAMA IS AN ENTREPRENEUR ON A MISSION WHO IS CURRENTLY RUNNING THREE BUSINESSES NAMELY CREATIVE ASSIGNMENTS, MNANDI BISTRO AND SHE BAKES. SHE LEFT CORPORATE TO PURSUE HER PASSION AND HAS NEVER LOOKED BACK SINCE.

"I was born and bred in the vibey streets of Soweto. My mom brought me back from Chris Hani Baragwanath Hospital to our humble home in Meadowlands, Zone 4 which is where I grew up. I've always been a Soweto girl, a Jozi chick".

Philile's upbringing is filled with nostalgic memories that shaped her journey and directed her to her passions.

"Growing up in Soweto was just amazing. I have so many fond memories of friendships, sunny days as we played hopscotch, umgusha or izingedo as the sun would gradually set. These are such sentimental recollections of life as a child, and now and then I'd wish to revisit although reality does not agree with me".

As a child, she kept to herself. "I was not much of a social child. The friends I kept could be counted on one hand if not three fingers. I was extremely fond of school and particularly anything that required creativity. I had the best years as a child, and this I will always cherish".

Her memories of food, fostered a passion for cooking. "My journey with food is such a heart warming one", she fondly reflects. "I remember how warm our kitchen was when my older sister would cook up a storm, particularly on Sundays. We have always been a family that's big on hearty meals and imicimbi, where we'd cook up a storm and ensure that everyone is well fed. I watched and learned. My first solo experience was when I made a pot of pap and amasi which didn't turn out too precise", she laughs. "I was hooked from there".

After she completed Matric, she enrolled into the University of Johannesburg for a BA Journalism Degree. "In my second year, I grew a different interest and branched into Banking with Milpark Business School which I completed. I have worked for various financial institutions such as Standard Bank, Absa Bank and Mercantile Bank. My last position before venturing into business was with Absa as a Home Loans Consultant".

PHILILE GAMA

"MY JOURNEY WITH
FOOD IS SUCH A
HEART WARMING
ONE"

CREATIVE ASSIGNMENTS

THE BEGINNING

Philile had been out of the corporate space for about six years before venturing into entrepreneurship. "I started my company back in 2014 trading as Peaches Catering and Events. I later broadened my offering where I not only focused on catering and events but also ventured into floral arrangements, gifting as well as furniture manufacturing and re-upholstery. This is when I created a name that could host all these different divisions under one umbrella; Creative Assignments Pty Ltd.

There are a number of companies in the events and catering space, and Creative Assignments has its own unique selling point as explained by Philile. "Our work ethic is more of creating unique memories and experiences. We take pride in every interaction with our clients where we don't just offer an off-the-shelf type of service. We provide a brand experience from the beginning where we find out the need and provide a solution that matches that need. For me, interacting on a personal level with my clients, knowing my client and being able to identify their needs makes the brand Creative Assignments stand out".



creative
assignments

EVENTS • FLOWERS • FURNISHING • GIFTS



THE RESTAURATEU

MNANDI BISTRO



Mnandi Bistro is an on-the-move restaurant operating from a mobile kitchen. Philile's love for cooking inspired this business venture.

"This is another sector I'm overly passionate about. I have always wanted to open my own doors to serve delicious meals and it has been such a mission to get a shop to rent and operate from".

These challenges didn't deter her from taking the steps to make her restaurant a reality.

"I didn't allow my dream to sleep until I could afford rental, renovations, staff, branding, equipment etc. I then decided to gather my savings and get the process going to create a brand in the interim, that would still give my clients an experience of their favourite restaurant at their door step".

Mnandi Bistro endeavours to bring restaurant class meals served from a mobile kitchen. "We currently do private and corporate catering where we can create various types of meals. We'd like to note though that we will be reopening our doors again for the mobile kitchen in due course, and there's also a brick and mortar restaurant in the pipeline. In the interim, our supporters can interact with us on our social media pages. You can message us for your upcoming functions or general orders.

  @mnandibistro



Catch me on Soweto TV this "Friday the 13th". 18:00 pm on channel 251. Delicious meal preps for @cinderellampahlewa and the team. .

THE ACCIDENTAL BAKER

SHE BAKES

“I DID THIS STRATEGY TO SHOWCASE WHAT I COULD DO IN ORDER TO BUILD A PROFILE AND A CLIENT BASE”.

“I remember the first time I baked my own designer cake. I had to teach myself how to bake to assist my events business. I had no experience whatsoever and the experience was overwhelming”, she says. That’s how She Bakes was born, a designer cake business.

“I couldn’t work with any cake artist because I couldn’t afford to pay for their services as I was already not making any profit”.

“It was so tough back then as no one really believes in you when you start out. Clients want a profile because they don’t take your word for it. You don’t get work based on verbal capabilities”.

She had to charge low prices for a full package to create value within her business.

“I did this strategy to showcase what I could do in order to build a profile and a client base”.


 She Bakes



she_bakes001



She Bakes



The journey to entrepreneurship has been short of amazing for this multi-business owner. "I must say I'm happy with how things have turned out. Having made the decision to start my business is a plus for me".



Some of her milestones include appearing on the television show Kasi kitchen on Soweto TV for two episodes as well as obtaining her banking qualification. She also notes the lessons learnt which have contributed to her growth, namely patience and perseverance. "I've always thought it's an easy road, but experience has taught me otherwise both in my personal life and in business. Patience and perseverance will reward you eventually.

This coupled with doing what you love, and passionately so. It's only a matter of time that you find your place amongst the stars. I'm nowhere near where I want to be but I'm definitely grateful that I'm steps ahead towards my goal. I've grown a lot and each day in business is a different experience".



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BUILDING A LEGACY THROUGH FARMING

Bonolo Modise is a farmer and owner of BoTshiamo Fresh Produce, Chicken & Eggs. An introvert at heart, but at the same time a lover of people and the outdoors, Bonolo's stubborn determination has served her well in ensuring that a strong foundation exists for her business. This is her story of how she ventured into farming.

HOW DID YOU COME UP WITH YOUR COMPANY NAME?

BoTshiamo is a combination of my name Bonolo which is synonymous with ease and being soft, and my daughters name Tshiamo (gosiamo) meaning all is well. The vision I have for my company is not only the fresh produce but all that is to come, which is to provide services and a space that offers wellness through simplified ease.

WHAT MOTIVATES YOU?

I'm motivated by the thought of leaving a legacy for my daughter, to show her that having a passion, making an impact and generating wealth is possible. That listening to one's calling and staying true to one's course is freedom. My inspiration is seeing other black female farmers working hard, feeding the nation and themselves while owning their own land inspires me, and makes me keep my eye on the prize.

HOW DID YOU GET INTO FARMING?


I have always been drawn to nature, plants, the workings of herbs; how they heal and nourish. My love for wide open spaces also played a role in deciding to get into farming. When my parents bought a plot, as soon as I saw it, I just felt a sense of "this is it".

So when my mother began working in the land, farming spinach, pumpkins etc. I would harvest and sell the produce where I used to work. The occasional harvesting and being at the plot soon took over my being.



BONOLO MODISE AT THE AWIA ORGANIC WORKSHOP IN 2019





BoTshiamo is a combination of my name Bonolo which is synonymous with ease and being soft, and my daughters name Tshiamo (*gosiamo*) meaning all is well.

*Farmer and owner of BoTshiamo Fresh Produce,
Chicken & Eggs*

WHY DID YOU LEAVE CORPORATE TO GO FULL TIME INTO FARMING?

I was working in the private healthcare sector before I embarked on my entrepreneurial journey. A day in my life as a buyer and product database administrator manager entailed making sure that my team loads the correct an agreed upon pharmaceutical products onto the system.

Above that, I had to enforce catalogue compliance when hospitals ordered, communicating with various pharmacy managers and admin managers if there were pricing discrepancies, and managing stock controls. I also had to attend to any HR, personal or job queries of my team members. I never felt like I belonged in the corporate industry.

The micro managing and not seeing sustainable improvement in my life were the reasons I needed to leave. The thought of leaving a steady, guaranteed income was scary. I thought I would never manage and I couldn't see a way of living without it. It took two years to get my mind and life in alignment.



SPINACH SEEDLINGS PLANTED BY BONOLO



FRESH KALE FROM THE GARDEN

WHO TAUGHT YOU ABOUT FARMING?

I attended organic chicken farming and edible organics workshops. I am registered on Gauteng Department of Agriculture and Rural Development database as a subsistence farmer, so I have access to an extension officer and any inputs or workshops offered by the department. Nothing beats hands on knowledge and guidance I receive from established , experienced farmers in my area. I'm still learning.



HOW CAN PEOPLE BUY YOUR PRODUCE?

I can be contacted via the company Whatsapp number 073 672 7158 for orders. I also sell my produce at the plot in Endicott (Springs), in and around my community including the local centre and the markets.

I farm spinach, kale, lettuce, brown onion, spring onion, beetroot and carrots. On the poultry side I have chicken layers, egg production with plans to venture into chicken meat production, i.e. broilers. You can buy directly from the plot and delivery is arranged when you order.

WHAT HAS BEEN YOUR GREATEST ACHIEVEMENT?

Just starting has been my greatest achievement. Stepping out of my comfort zone, starting off with a little patch of spinach to now having a variety of vegetable to venturing into poultry farming.

WHAT HAS BEEN YOUR GREATEST CHALLENGE?

The biggest challenge I faced was a lack of proper business and financial planning skills. In 2020, through the POUT group, I was introduced to the Women Enabled Enterprises 12 Week Business Training workshop.

This program really helped me outline my business plans and align the business vision to my personal vision. I have learned that readjusting and refocusing doesn't mean failure, it's just another chance to find a better way of doing things.

WHAT IS THE MOTTO THAT YOU LIVE BY?

I have a couple of mottos but the one that encompasses everything is "be the change that you want to see in the world" by Mahatma Ghandi.

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A RELAXING GETAWAY

A REVIEW BY MADISHEGO MGWENYA

Mixo Sunrise Spa & Lodge



MADISHEGO & BAE



**IT ALL STARTED WITH ME AND BAE
NEEDING A PLACE TO RECOUP, AWAY
FROM OUR LOCKDOWN HABITAT,
AWAY FROM THE LOUD MUSIC OUR
TWO TEENAGERS DRIVE US MAD
WITH, AWAY FROM ALL THE BUSSLE,
AWAY FROM IT ALL! WE JUST NEEDED
'US TIME' #RELATIONSHIPGOALS**

Our favourite hide-away haven was still closed due to the effects of Covid-19. I started manoeuvring for a new haven, only to find out that most popular leisure hotels and lodges were still closed due to the pandemic. I was under pressure as bae kept asking, "are you finding something baby?"

I could feel the desperation and pressure mounting. I then remembered that just before the lockdown, there was a place I needed to visit for a site inspection, Mixo Sunrise Spa & Lodge. And guess what? It was operational! I checked their reviews online and was happy to go.

Google Maps advised that it will take 33 minutes from our home in Pretoria to the lodge. Packed our over-night bag and off we went. The drive was nice as there was no traffic and the road to the lodge had beautiful scenery along the way.

We had a glimpse of the Roodeplaats Dam Nature Reserve as we continued with our drive. We eventually reached our destination, the Mixo Lodge which is nestled in the quiet, peaceful serenity of the country side, inside Kameeldrift Estate.

On arrival, the manager on duty was trying to work out their generator as the lights went out. She frustratedly advised that we may book at another lodge or rebook for another day as she was not sure when the lights would be back.

I was like, "hell no, I ain't going back home because of some power outage". You know that feeling when your mind is already set on a thing and nothing will hold you back? It was that kind of feeling.

All I needed was a break away from home. I mean I have been a chef, a cleaner, a baker, gym instructor and all that during the lockdown, so I was desperate.

ACCOMMODATION AND FOOD

The check-in was as swift as an arrow. Our room was specially prepared with care, with petals on the bed and of course my favourite chocs. The setting put us in a relaxed and romantic mood. We quickly went to the dining room where our dinner for two was set. Our meal consisted of pasta, chicken, crispy veggies (broccoli, cauliflower and carrots) as well as beetroot, and gravy which was presented in a half-cut yellow pepper. Hmm, what a meal! In no time, our plates were empty.

Mixo Sunrise Spa & Lodge offers full-balanced meals and light meals, specially prepared by the in-house chef Khudo. It's the kind of meals that are hearty and homely, giving you full flavour.

Soon it was really dark and due to the power outage, our phones were slowly losing power and we had no power banks whatsoever, as we were not expecting any power outages. It was like fate was saying that we needed quietness and a break from all the hustle and bustle. We then had a quick shower. I was worried about the water, will it be hot or even warm enough? Boy, was I not right? The water was so warm and refreshing on the skin, warming the body and ridding it of all the city toxins.

"It was like fate was saying that we needed quietness and a break from all the hustle and bustle"

Our phones were now dead, and we lost track of time. The beds were comfortable and of good quality, including the pillows. I opted for a soft pillow and bae opted for a hard pillow. We started having conversations without any interruption from the TV or cellphones. I don't know when last did we have such intimate conversations without modern gadgets interrupting us. In no time it was silent, as we were dowsing to sleep.

I usually put on some relaxing, type of meditation music before going to bed, but sorry, our cellphones were dead. The relaxing music was replaced by the beautiful sound of nature: frogs croaking and crickets chirping. It was like a frog concert, eventually I dozed off to sleep.

The next thing I heard was a morning alarm, a rooster crowing! This took me back to memory lane, back at my grandma's house when we were little and had no track of time with no worries at all. Bae and I had no clue what time it was, but by the look of things, it was about 5am. We dozed off to sleep again and were woken up when we received our wake-up call. We asked what time it was and were told it was 08:15.



The smell of fresh trees, beautiful blooming flowers and a well-maintained pool surrounded our walk.

RELAX

We quickly took a warm shower and headed straight for breakfast where we indulged in a homely breakfast. The chef prepared an omelette with bread and juice. After indulging, we decided to enjoy the beauty of nature by taking a stroll to digest our food, as our massage was scheduled for 10am. The smell of fresh trees, beautiful blooming flowers and well-maintained pool surrounded our walk. Therapist Keke came to meet us and politely advised that they are ready for us. We proceeded to the SPA room which is conveniently situated away from the pools and rooms, for complete quietness. The SPA rooms were beautifully set-up, with enticing relaxing background music. We had a full hour massage.

Our massage was magnificent, leaving our bodies refreshed. Mixo Sunrise Spa & Lodge is truly a place to be if you need to recoup, rejuvenate, break from all the bustle and hustle of the city and in need of "me or us time".

Their beautiful well-maintained gardens, pools, jacuzzi and Spa are worth the trip and above all, more than value for money. Advocate and founder of Mixo Sunrise Spa & Lodge Mapule Baloyi, came to meet us. What a humble and warm host, who is passionate about making sure that her guests are happy and satisfied. She was concerned about our experience due to the power outages. I assured her that we truly had an awesome experience, as our mission was accomplished.

As we drove back home, bae suggested that we should make Mixo lodge our night date haven at least once a month, which I fully agreed with.

ABOUT MADISHEGO MGWENYA



I'm an entrepreneur in both the entertainment (voice-over artist) and travel industries. I'm the founder of Metsi Maholo Travel Agency with the purpose of connecting women from all walks of life through travel. The aim is to create a space where women can come together and off load, relax, share life ideas, encourage and build each other while finding ways to resolve issues affecting us as mothers, step-mothers, wives, divorcees, and sisters in order to create healthy homes and environments.

I'm sure every woman will agree that there is no better therapy than a girl's outing, even better, a night away, where we will cry, laugh our lungs out and just enjoy each other's company. The extra services I offer at Metsi Maholo Travel Agency include sea cruises, family getaways, spa day offers, group travel, accommodation, flights, women's events and affordable travel packages.



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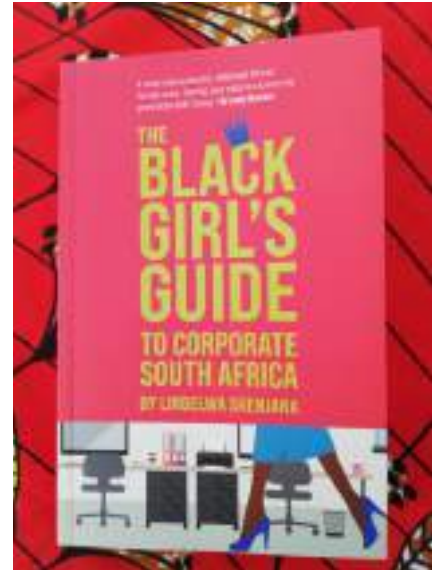
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BOOK REVIEW

WRITTEN BY FOUNDER OF THE JOZI BOOK CLUB, PHUMEZA MLOKOTI



BOOK: THE BLACK GIRL'S GUIDE TO CORPORATE SOUTH AFRICA
AUTHOR: LINDELWA SKENJANA

In the section titled 'Senior Management Today', Thembeke (31) writes: I realised that it takes much more than just hard work, dedication, focus, and a learning mindset to get ahead. Other corporate dynamics at play take over, such as politics, information-hoarding, empire building, backstabbing, sponsors and inner circles, among others.

What makes *The Black Girl's Guide to Corporate South Africa* such a compelling read is its relatability. Many black women in corporate will read this book and nod in agreement at every story and reflection shared in it. The book touches on many relevant topics such as internships; mentorship; leadership; networking; team dynamics; diversity; toxic workplace; and many others.

Lindelwa writes: My wish is to witness, in the near future, young African female professionals being unapologetically themselves at work, and fully expressing who they were born to be, regardless of the organisational space in which they find themselves. It is important that we do not allow institutions that were created centuries before we were born, and designed to constrain us, to dictate how we behave. This has stayed with me since reading this book. Often we bend and mold ourselves to fit into the corporate environment. We force ourselves to become what these institutions want us to become. We think being the perfect and obedient employee is enough. Lindelwa reminds us to not allow ourselves to be constricted by archaic systems, but rather to envision a corporate world that encourages and celebrates expression.



PHUMEZA MLOKOTI

What this guide gets right, is that it's not your typical 'how to' book. It's not laden with unnecessary steps, lists, charts, and all that. It's described as a memoir-cum-guide in which Lindelwa draws insights from her experiences and those of other black women at various stages of their careers.

Lindelwa manages to share her personal journey with us, from her upbringing, to her education, as well as her experience in Corporate South Africa, while giving a platform to other black women to share theirs. The foreword is written by Dr Judy Dlamini, and in it she writes: *We need more women from the largest demographic in this country, black women, in leadership positions across different sectors. Conversations across generations need to be encouraged.* This book does exactly that; it encourages conversations.

Many of us black women have had these conversations in our close circles. In these conversations, Corporate South Africa is often described as being treacherous to navigate. It's demanding, unforgiving, and unrelenting. It requires sacrifice, a thick skin, and sheer determination. It's difficult to win in Corporate South Africa without the much needed support from those who have walked a similar path. Mentors and women who are willing to share insights and experiences are invaluable.

The women in this book must be commended for allowing themselves to be vulnerable to the reader. Their journeys have not been easy. They share their disappointments, unfair treatment, rude awakenings and realisations that the corporate ladder is in fact a corporate maze.

Zandile battles with imposter syndrome. Tsholofelo wants to be a senior executive one day, but fears that it will be at the expense of starting a family. They help other black women by sharing survival strategies, wisdoms and reflections. Lindelwa mentions that women who came before this generation, women such as Dr Judy Dlamini, Dr Phumzile Mlambo-Ngcuka, Wendy Luhabe, and others, shared their journeys with the purpose of making the journeys of the younger generations less burdensome. Lindelwa has brought us a book that will do the same for the next generation.

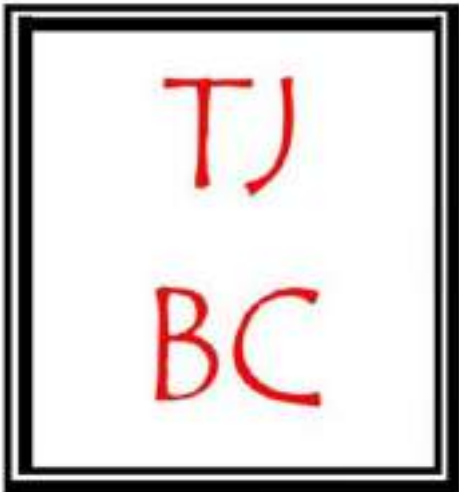
Those who work with, manage and employ black women will also benefit greatly from reading this book, especially if they are interested in implementing solutions that are driven by diversity, representation and inclusivity. The Black Girl's Guide to Corporate South Africa is for a generation that is ready for change, and is willing to take on the task of driving that change.



ABOUT THE AUTHOR

About the author: Lindelwa Skenjana holds a Bachelor of Arts (Honours) degree in Brand Leadership from the Vega School and a Bachelor of Social Sciences degree in Organisational Psychology and Industrial Sociology from the University of Cape Town. She has appeared on the 2019 Mail & Gaurdian 200 Young South Africans list.

THE JOHANNESBURG BOOK CLUB



The Johannesburg Book Club caters for literature enthusiasts whose literary tastes lean heavily towards African literature, with a healthy balance between fiction and non-fiction. It's a public book club, which means it welcomes all individuals who would like to join and/or attend a book discussion. Individuals must be committed to supporting and growing the literary space within the African continent.

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