



lead
tomorrows
legacy
today

Inspired by pioneering African Leading Ladies
Chapter excerpt from book due out winter 2018

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YouMeWe - lead tomorrow's legacy today

Book Overview – due out Winter 2018

Want to live your most meaningful life? **YouMeWe** takes the reader on a journey of realising their purpose and achieving their full potential through conscious contributions™.

Be transported through seventeen African Countries in the backpack of the author, Suzanne F. Stevens, and her husband, Michael K. Gingerich. Suzanne and Mike were both inspired and discouraged when they observed the real impact of local and international 'giving' across the continent.



While interviewing over seventy African women pioneers, they realised how each woman shared a similar philosophy: leaving a legacy is not a stage in life, but a way in which you live your life.

This philosophy inspired the author and her husband to develop YouMeWe, a social enterprise, and movement. The goal is to ignite and celebrate leaders and entrepreneurs who contribute to society by creating opportunities, not dependencies. This pursuit will cultivate cultures of conscious contributions to the community.

Journey through Africa with Suzanne and Mike and be inspired by the wisdom of African women, many of whom have endured unimaginable circumstances, but still challenged the status quo for the betterment of all. This message is for anyone who wants to live a more meaningful life by contributing to their community, country, and beyond.

- ✓ Live your most meaningful life by contributing while unleashing your passion and purpose.
- ✓ Consciously examine your contributions to ensure they are achieving the desired impact.
- ✓ Create an environment to deliver and amplify the impact of your contributions consistently.

Explore YOUR Why

Live your purpose inside out

Excerpt from the book, YouMeWe—lead tomorrow's legacy today

Due out winter 2018

**To learn more about the pioneering African women mentioned,
visit the links at the end of the chapter.**

PART II – ME



Words of Wisdom

"Lead your best life. Whatever your calling is, don't make any apologies for it. Do what you feel in your heart of hearts."

Joanne Mwangi, CEO, PMS Group, Nairobi, Kenya

Pioneer: Founder and Chair of Federation of Women Entrepreneur Associations

On my first trip to Kenya, the eighteen women I travelled with had multiple suitcases filled with teddy bears, clothes, toiletries, and art and medical supplies. I arrived in Kenya with only my clothes, hiking boots, and good intentions.

In preparation for our Kenya experience, the well-intended women discussed what they should contribute to Kenyan society. Not knowing what I had that Kenyans would want, I surrendered to the experience. I decided to let Kenyans inform me if I have a skill that could serve its citizens.

One evening, I, along with one of my travel companions, was invited to dinner at the home of Samuel, a Masters student at Africa International University. It was here an opportunity for my expertise presented itself.

Samuel told us he was studying divinity.

I was curious. "What type of work do you hope to do with your education?"

Samuel responded: "I want to continue with the work I'm doing now. I started Africa Frontier Initiative, a charitable organisation that will transform the lives of pygmies in the Congo and other communities in the region. Pygmies lived in the deep forest between Rwanda and the Congo and at the end of the Rwanda 1994 genocide, many of the Interahamwe—militia backed by the Hutu ethnic group that provoked the genocide—ran to the forest to escape. The militants murdered and then cannibalised the pygmies for medicinal purposes."

Now at this point, I looked to my dinner companion and, well, let's just say she was grey and losing her appetite. Me, I was horrified but completely enthralled. Not only had I not heard the word 'pygmy' in years—I had thought it was a derogatory term—I also couldn't believe that in 2007 these small, non-violent people were being brutally killed.

Samuel continued. "For the pygmies to survive we need to get them out of the forest and assist them in establishing a new way of life."

"How are you going to help?"

"We are teaching the pygmies how to farm."

"Do you know how to farm?"

"No."

In that instant, I couldn't help hearing echoes of many Africans' belief that Westerners often arrive in their countries with bravado, teaching what they don't know, and being arrogant enough to think they can fix what they don't understand. Samuel, a Kenyan, was attempting to assist pygmies in the Congo by teaching a topic about which he had little knowledge.

Samuel continued. "I don't know how to farm, but some of the people I work with do. We will teach the little people to farm so they can survive outside the forest."

"And your role?"

"To raise money for the seedlings and the travel to get there. It takes days to travel by bus to get to this remote region in the Congo."

Watching my travel companion fidget, I leaned in. I wanted to know more. "So, Samuel, have you ever done any fundraising before?"

His reply was emphatic. "No."

I was still curious to learn how Samuel was going to do something he had limited to no experience in. My next question was significant in exploring my *why*.

"Samuel, would you be interested in training in how to fundraise?"

His answer was just as emphatic. "Yes."

After two weeks, my travel companions departed. I had planned to stay for a full two months, originally to sightsee, but now I had a purpose.

Within the month, I was conducting training programs on fundraising and presentation skills, and yes, Samuel was a participant. Samuel has gone on to expose the struggles of the pygmies in the Congo, Rwanda, and Kenya. He has written a book, *The Pygmy World*, and he is the founder and executive director of Pipes International. The NGO's focus is on serving indigenous pygmies, vulnerable children, and marginalised groups to help provide opportunities and hope through education, health awareness, resettlement, small businesses development, food security, missions, and outreach programs.

Samuel knew his purpose was to assist the vulnerable; his cause was to help the pygmies, he just needed the skills to realise his vision for both.

A cause and a purpose are two very different things. A cause is a noun, something you support. A purpose is a verb, a way in which you live your life.

Me? My journey of understanding that a purpose was not a destination, but rather the way I lived every single day, had just begun with Samuel and delivering a few training programs in Kenya.

To explore your purpose, we will use the B.E.L.I.E.V.E framework.

- B** – Be
- E** – Empathy
- L** – Love
- I** – Inner Strengths
- E** – Environment
- V** – Values
- E** – Empower

B.E.L.I.E.V.E. to your purpose and it will provide the framework for consciously contributing while living your most meaningful life. [\[Tweet this\]](#)

B – Be – Who me be?

When you make all your decisions en route to making a meaningful contribution to your profession, community, or beyond, it will serve you well to ensure you are always making choices and acting in line with your authentic self. If you make all your decisions from this perspective, you won't have regrets and will feel content that no matter what decision you make, it is consistent with *who me be*.

Be authentic to yourself by acknowledging your fears, skills, strengths, weaknesses, and perceived obstacles. Most importantly, identify all your positive, uplifting characteristics. Self-reflect, create a list, and as Jane Wathome, founder of Beacon of Hope, Kenya, says "visit with yourself." In this quiet state, you can just be. Focusing on the moment you are in provides you with the opportunity

to live in the moment, not be distracted by regrets of the past, or fears of tomorrow. By being, you expose your truth.

Our authentic self is also exposed when you contribute to uplift the life of another. Through contributing you experience an enhanced version of yourself. It is in this state of being when you enrich someone or something else your natural essence exudes – and your purpose starts to emanate.

Be present with yourself by finding the silence between your words and thoughts. This practice will perpetuate a calm that will expose *who me be*.

From here, you can reflect on who your *why* should impact.

E – Empathy – Who do you feel connected to?

While exploring *who* you want to impact, consider when you listen to the news what people or issues pull at your heartstrings the most.

Empathy means you have an understanding or share feelings of another. It can manifest because of an intense life experience, such as a family member being diagnosed with a disease or having an accident. Often people are connected to a cause because of who they know who has been impacted by it. But that is not always the case.

You don't need to understand or share feelings to feel compassion for someone's situation or circumstance.

The difference between empathy and compassion is described in *The Book Of Joy* by His Holiness the Dalai Lama, Archbishop Desmond Tutu with Douglas Abrams, "Empathy is simply experiencing another's emotion, compassion is a more empowered state where we want what is best for the other person." The Dalai Lama describes it best. "If we see a person who is being crushed by a rock, the goal is not to get under the rock and feel what they are feeling; it is to

help to remove the rock." The first situation would be empathy. The second would be compassion.

Being empathetic is a valued trait, however, knowing who you are compassionate toward, regardless of personal circumstances, will drive the realisation of your purpose because it comes from your authentic self. Once realised, who you feel compassion toward can lead to who will be the beneficiary of your purpose, influence your career choice, volunteer efforts, and charitable giving.

L – Love – What motivates you?

What you love is what motivates you to act. You love different things to different degrees. Some people love competition, camaraderie, the outdoors, being accepted, being challenged, being inspired, inspiring ourselves, money—save it or make it (usually it is what money can buy that motivates us rather than money itself)—the list is vast. People's combination of motivators are diverse.

Motivation is inspired by rational, emotional, social and cultural needs and wants. Regardless of what or who motivates us, at our core, people want to love, to be loved, and have joy in our lives.

Whether you admit it or not, emotions have a high degree of influence on your decisions. When deciding on where to contribute, we are tapping into those emotional motivators. Knowing what motivates you will help you identify what you love, and what you love, will motivate you.

The love for the finest traditional crafts, quality textures, and excellence inspired Sheila Freemantle, Founder of Tintsaba, a *social enterprise in Swaziland, to specialise in refined, high-quality sisal basketry weaving. Sheila was educated in societal development and African languages, and she loved handcrafts and connecting with rural women. Through her business initiative over a thousand women have been trained and provided employment. These weavers

combined have provided approximately eight thousand family members with food security. With forty-two percent of the population, living on \$1.90US a day, innovative employment was welcomed.

By combining all that Sheila loved, she elevated the handcraft industry by establishing a Master Weavers competition focused on high artisanship and design, which escalated excellence and uniqueness of product development year over year.

As a lover of community participation, Yetnebersh Nigussie, Founder of Modern Academy PLC, in Ethiopia, a lawyer and disability activist, focused on her abilities, not her disabilities. Blind at five years old, she was compelled to get involved in school, clubs, and councils as a way to prove herself. She wasn't going to be a victim, and her love for participation propelled her to create a school to empower others who had a similar fate.

As a baby when you are born into a family, you need to be taken care of. You need to be provided with things. I needed to show my family and the community that I am a person that can also contribute, not only consume contributions from other people. I also need to contribute to the world.

What I am proving for others is that I can do things by myself. I can do things, not as a blind person, not as a young person, but just as a person. [\[Tweet this\]](#)

This determination, sense of responsibility and love for community participation motivated Yetnebersh to establish a school where hundreds of children that are disabled now feel abled.

Depending on how deep your love is, you may find yourself set on a course to collaborate with, work for, or establish a social enterprise similar to Sheila or Yetnebersh.

When exploring your purpose and evaluating what you love, also consider what you enjoy. Pursuing what you enjoy can help you discover your strengths, leading you to something that motivates you.

Norah Odwesso transitioned into a role in public affairs and communications at Coca-Cola from a career in accounting. She was a good accountant, but she didn't enjoy it. She started seeking new opportunities within the organisation to connect with her colleagues and communities. By pursuing a career in communications, Norah now loves her job because she has the chance to make a difference in the lives of people. By taking the leap, Norah believes "I am living right in the middle of my purpose, that is a success."

Similar to Norah, when deciding what activities I wanted to participate in during my first trip to Kenya, I struggled between my strengths and what I thought I would enjoy. Little consideration, at the time, was taken for who actually would benefit from my expertise and skillset. My option was to work with women entrepreneurs or paint alongside teenage girls in the slums. I decided the latter.

I went to Kenya because I love learning about cultures and having new experiences; my adventurous side needed oxygen. I had an opportunity to gain access to a place that tourists often don't go. Questioning is my strength; learning is what I enjoy. Speaking to Kenyan teenage girls would offer me a perspective I may never otherwise experience. The road taken proved to be transformational.

The insight gained from these teenagers was another motivator for me to establish the YouMeWe Foundation and to pioneer WisdomExchangeTV.com, a platform where African girls could learn from leaders within their culture. Interviewing for Wisdom Exchange TV connected me to pioneering women and allowed me to learn about their leadership and social impact, all of which I love.

Your joy will bring others joy. Pursuing what you enjoy can lead you to what you love. [\[Tweet this\]](#)

I – Inner strengths – What are your inner strengths?

You are born with natural strengths. Take the time to identify and build on them. [\[Tweet this\]](#). Self-reflection can have a significant impact on how you choose to self-actualise and then transcend your contributions, allowing you to experience a higher level of enjoyment and meaning.

When evaluating inner strengths, you will often see a thread that connects them. I refer to this as your *strength thread*. Meaza Ashenafi found herself always wanting to protect those that could not protect themselves; as a result, she became a women's rights lawyer and activist in Ethiopia. At a young age, she was a protector of her siblings and later an advocate for the rights of domestic workers. Her *strength thread* led her to pursue law where she would then have a national platform to lobby for women's rights. Meaza shares, "I think you need to reflect continuously on our internal strengths. We should never settle. We need to pick up on those strengths, push ourselves. It is okay to be nervous, that makes us think sharp."

Of the women interviewed for Wisdom Exchange TV, Jane Trembath, one of the first female pilots, and Commander of the first all-female Boeing crew in South Africa, was most transparent about her self-reflection and journey to discover her inner strengths. In attempting to find her place in a male-dominated world as a commercial pilot, she continued to try to gain acceptance. It was through extensive journal writing and asking herself: "Why did I react and how could I be better next time?" that provided insight into *who she be*. The journal writing allowed her to vent her emotions so she could remove them to evaluate the behaviour and reveal her strengths. She shares,

I had felt inadequate because I believed that I had these personality traits that got me into trouble. When I realised those perceived 'weaknesses' are actually 'strengths' when I use them in the right way, I was able to be the best version of who I was. We have to appreciate our uniqueness because we are built the way we are to fulfil our unique niche on earth.

While exploring your *why* you may need to peel back the layers to expose your true self to discover your authentic purpose. As Jane discovered, her journey created an opportunity to mentor young female pilots on how to navigate in a sceptical male environment.

A former director of African Programmes at Computer Aid Africa, Gladys Muhunyo, describes how to use your inner strengths best: “It is all about what you have, not what you don’t have. Begin with what you have, and you will be able to achieve your objective. Know your skills and talents, and your business [and you] will grow.”

Be aware of your weaknesses, but put more effort into developing your strengths. Too much emphasis on improving weaknesses will leave you feeling exhausted and discouraged.

There is a caveat: if your weakness, meaning a quality that is a disadvantage or fault, is a skill that you can develop in order to achieve your purpose, well, dig in. Get it done.

E – Environment – What environment brings out your best?

I had the pleasure of attending a Big Brothers Big Sisters fundraising event. This international charity works with young people by providing voluntary mentors. During the event, one of the speakers explained the various roles someone can play to contribute to youth. She suggested you could be a donor, sit on the board, be a big brother or sister, or participate in fundraising. Each position is distinctive, and you will want to consider where you are most motivated, what you enjoy, and where your strengths will best be utilised.

If you like to brainstorm ideas, you may choose to be on a board to have a voice in the direction of the organisation. You may prefer to work solo and find yourself drawn to fundraising where you can get things done on your terms. Or you may like to get involved at the grassroots where you experience your impact firsthand. In this case, providing mentorship to youth could be most fulfilling.

Your purpose may connect you with a cause, or initiative, but you may not know how to serve it. There are many roles available, be it at your child's school, on their sporting teams, to a charity, or at the boardroom table. Assess which environment brings out the best in you and which organisation's vision you believe in, this combination will catapult your impact.

The environment best for you could be taking the lead and closing a social gap. Lydia Muso, the oldest child of seven, was drawn into taking care of others. She followed her strengths and enjoyment for care to become a nurse in Sudan, where she was exposed to so many neglected children. Returning home to Lesotho, she found there were no social programs available for vulnerable children.

Lydia researched the state of child neglect in Lesotho and decided to be part of the solution. She became educated in counselling and then social work, and then started The Lesotho Child Counseling Unit. Lydia now lobbies for policy change to protect children rights. Although Lydia takes on many roles, the one she receives most fulfilment is where she can connect with the children. Lydia opened her home to abused children giving them a temporary place to feel safe while preparing them mentally and emotionally to go back into the world.

Lydia excels in an environment where children are her roommates and creating an environment where everyone is safe and happy.

V – Values – How do your values influence your why?

Likely, the most influential element of realising your purpose and deciding how you will contribute to society and to whom will be dictated by your values. Values are your moral compass, guiding you to make decisions from the smallest to the most life-altering.

Values are composed of your ethical standards, religious beliefs, and personal values. Two people can hold the same ethical standards and religious beliefs and yet have very different personal values. You choose your ethical standards and religious beliefs; your values choose you.

Who me be is a combination of those values lived and at what intensity. For example, you may value transparency and privacy. When presented with a situation where being forthcoming may be received as interfering in someone's personal life, you will need to decide which value has more influence over your actions.

Me is being present; your values are so deeply submerged in *who me be* that they unconsciously impact the way you live. Your values are often not clear, and it is not until you are in a moment experiencing inner tension that you realise *who me be* is at risk. It causes you to search for an alternative, to make a choice that will be in-line with your core values and calm your agitated state. Through this tension, your unconscious values become conscious. You will identify, or continue to articulate your core six to ten values that guide you throughout your life. The number of values is not important. If you evaluate what drives most of your decisions, you will discover the number of your values is quite finite. Your values will guide you in designing your purpose, and therefore your conscious contributions™ that will lead tomorrow's legacy today.

During my several trips to Kenya, there was one staple, a missionary couple, Lois and Dr Mark Shaw. Lois has a Masters degree in communications and the founder of Africa by Design Safaris. Mark has a Doctorate and Masters in Theology and is a professor at the African International University. For well over two decades, Lois and Mark have raised their family in Kenya and became part of the African International University community (previously known as Nairobi Evangelical Graduate School of Theology - NEGST). Lois first went to Kenya because of her husband's career aspirations but soon became enthralled with the Kenyan women. Her role moved from supporter to African ambassador.

Lois organised my first trip to Kenya. Through her NGO, Africa by Design Safaris, she creates several opportunities for Canadian and African women to connect. These linkages inspired my deep affection toward the African women who mould their communities. That was Lois's goal, to get Western women to connect and love Africa as she did.

There were many hours spent with Lois and Mark discussing topics that I had little knowledge, such as divinity, university life, and the Kenyan culture. Of all the conversations we had, the one that was life-altering was also the topic I had the most knowledge of – values.

Sitting over dinner, Lois and Mark advised me of the importance of a husband and wife creating family values and a collective life mission. This commitment to their values and mission helped them stay connected over twenty-five years while they continuously relocated between Kenya and Virginia. When making a decision, they would revisit the family values and mission to guide them.

I live, teach and breath values in my work, but it was Lois and Mark's suggestion that prompted Mike and me to discuss what we value in our marriage. Some of those core values included love, loyalty, adventure, connecting, caring, inclusivity, personal growth, contribution, and having enough money to sustain them. We then created a collective mission. Although our mission has changed over the years, at the time we had that conversation, I had no idea the extent of the exercise's potential impact. When we were deciding if we were going to sell our home and most of its contents, then go interview women pioneers in Africa, those values and the mission guided that decision.

Your experiences also formulate values; in turn, one value may direct your life course. Tereza Mbire, a serial entrepreneur, born in 1934 and raised in Uganda, points to integrity as her guide. Unethical leaders have led Uganda, including Idi Amin, who disrupted enterprises and the moral fabric of the culture. It is no surprise, Tereza advocates for all decisions to be made with integrity, no matter what the consequences.

Bience Gawanas is a former African Union commissioner. Her value directed her life course for participation. She involved herself in politics because she grew up in South West Africa, which in 1990 became Namibia. During apartheid, she couldn't stand on the sidelines. She felt it was her responsibility to be visible and, as a result, she was one of the few young women who got up on a public platform to protest. Although unaware of where this sense of obligation stemmed from, she believes, "When you are stuck in a corner, you will get yourself out of that corner." Because

of Bience's values of participation, she took responsibility upon herself to contribute to society in line with her purpose. Her legacy will live on.

Doo Aphane would agree -- responsibility emanates from *me*. As a renowned Swaziland women's activist, she shares:

I believe that 'I' count. I count. No matter what came before me. I am a Christian. Before I even say 'my God', I am already thinking what I am going to do. If when I ask God to help, I have to be there to ask the question. The individual counts.

'I', or rather '*me*' is the strength, motivation, inspiration, and the engine to make anything emerge. [\[Tweet this\]](#)

Becoming fully aware of the values that you now exercise consciously or subconsciously will guide your actions and help define your purpose. The list of values is vast. Some values that may guide you include:

accomplishment	vitality	partnership	kindness
fulfillment	using talents	financial security	Vitality
adventure	truth	equality	Winning
altruism	trust	environment	Learning
accomplishment	peace	freedom	Enlightenment
uniqueness	entrepreneurship	doing the right thing	Feel good
creativity	innovation	honouring commitments	Friendship
communication	community	inclusion	Play

...or the YouMeWe guiding values of consistent, conscious, contributions, care, collaboration, courage, empowerment and inclusivity.

E – Empower – How can your passion empower you?

Empower your purpose with focused passion. Passion emanates from a combination of being, empathy, love, inner strengths, environment, and your values.

Passion is the intense desire and enthusiasm and will empower your purpose. It is deep in your belly and it will empower you to do what others never thought could be done. [\[Tweet this\]](#) It helps you stay the course when obstacles seem insurmountable. It will carve through any shame people attempt to bestow on you. It will make you endure when the mountain is so high, and the criticism is constant. It will make you feel rich, even if you are poor. It will make you feel supported, even if you are alone. It is your passion for your purpose, which will imbue you with courage. [\[Tweet this\]](#)

When your purpose leads you to lobby for those that don't have a voice - your passion will drive you to persevere. When your purpose leads you to protect those that do have a voice but continue to be abused - your passion will drive you to persevere. When your purpose leads to anyone suppressing another's rights - your passion will drive you to persevere.

A word of caution: passion can be the fuel to keep you going, but it can also empty your tank and leave you stranded. [\[Tweet this\]](#) .Emptiness happens when we give too much of ourselves at the expense of rational discourse and self-care.

Be empowered, and focus your passion. Consider *who me be* and what your values are to keep that passion directed for good. Your consciousness can lead you to make a transformational social or environmental change.

B.E.L.I.E.V.E to your purpose

Your purpose is the synergy created by the interaction of your being, who you are empathetic or compassionate toward, what you love, your inner strengths, the environment you like to contribute in, the values you hold, and the passion that empowers you. Its exploration can often collide with a meaningful cause that inspires you to put all your being towards its resolve. If a cause inspires you, it is worth asking yourself:

Why does this cause need me?

What value can I bring to it?

How can I move its mandate forward?

Contributing in-line with your purpose in a small way, or with complete devotion, is dependent on the time and resources you have. You may incorporate your social or environmental contribution into a model where you can also make a living, such as working for or leading a *social enterprise.

Three events inspired the journey to establish the YouMeWe Foundation. Firstly, when the late Dr Douglas Carew, the Vice Chancellor of the Africa International University welcomed us, eighteen women, he emphasised the biggest problem in Africa is leadership. Secondly, receiving a clear message that fundraising could assist in preventing the pygmies' demise. Thirdly, when I painted alongside teenage girls and they shared their need for mentors.

While providing fundraising and presentation training, I started to question, was there not an African who could provide this development? Now I provided it free, which was hard to compete with. So whose job was I taking? The question led to creating WisdomExchangeTV.com. Perhaps I've found my strength thread—to question, isolate a gap, and then explore solutions.

Wisdom Exchange TV interviews exposed the one characteristic that bonded all the women pioneers—their practice of conscious contribution™. This realisation evolved into the YouMeWe mindset, which is reflected in the social enterprise and movement.

You, being conscious of the impact you are making when contributing. [\[Tweet this\]](#)

Me, it is our responsibility to contribute to uplift another. If we contribute in-line with our purpose we will live our most meaningful life. [\[Tweet this\]](#)

We, how we can collaborate and use conscious leadership techniques to consistently contribute to ensure we create sustainable solutions. [\[Tweet this\]](#)

Explore your *why*. B.E.L.I.E.V.E. *en route* to discovering your purpose. It will guide you to living your most meaningful life. Take a step, then another and then another, and your purpose will unfold the way the universe intended so you can lead tomorrow's legacy today.

How can I lead tomorrow's legacy today?

Consider:

Be – Who me be?

What are my fears? If I could remove my fears, what would I be capable of?

Empathy – Who do you feel connected to?

Who do I feel the most compassion toward? Why?

Love – What motivates you?

What are all the things that motivate me? How would I prioritize those motivators?

Inner strengths – What are your inner strengths?

What are my inner strengths? How do I use them?

Environment - What environment brings out your best?

What environment do I operate best in?

Values – How do your values influence your Why?

How and why do I make the decisions I do?

Empower - How can your passion empower you?

What am I most passionate about?

We hope you have enjoyed Explore Your Why.

This excerpt is a sample from book due out in winter 2018:

YouMeWe: lead tomorrow's legacy today.

Inspired by African women pioneers.

The book will be full of provocative questions, insights about conscious contributions™ and how to make them sustainable, all while living your most meaningful life.

Thank you for being part of the YouMeWe journey.

Subscribe to weWednesdays

A three-minute weekly video infusion of how to live your most meaningful life by
Consciously contributing to your community, country, and beyond.

<http://youmewe.ca/youmewe-we-wednesdays/>

***Social enterprise** – The definitions are vast, however, for YouMeWe purposes we will use the Social Entrepreneur Alliance definition:

Organizations that address a basic unmet need or solve a social problem through a market-drive approach.

For YouMeWe purposes, we advocate for filling social and environmental gaps while being sustainable – which means demand for the offering is necessary, profits are required, and business skills need to be employed.

* * *



Are you interested in investing in future women leaders in developing countries? Please visit www.youmewefoundation.org to learn more and to donate.



Subscribe to WisdomExchangeTV.com for interviews with conscious contributors. We will be interviewing community contributors, with an emphasis on social enterprises, from all over the world.

About the Author



Suzanne F. Stevens, Certified Speaking Professional (CSP) and international speaker, ignites leaders & entrepreneurs to cultivate cultures of conscious contributions™ to **lead tomorrow's legacy today.**

After founding Ignite Excellence Inc, and speaking, training and consulting for fifteen years on influential communications to fortune 500 companies, Suzanne and her husband, Michael Gingerich, founded the YouMeWe Group.

Mike and Suzanne travelled to seventeen African countries interviewing over seventy African women pioneers for WisdomExchangeTV.com. This pioneering initiative and YouMeWeFoundation.org, which provides tertiary education scholarships to women in developing countries, were the catalyst for Suzanne to receive a *World of Difference Award* for women economic empowerment in education.

In each interview, a pioneering woman shared how she consciously contributes to society. Their collective insights inspired The YouMeWe Group, which *celebrates, cultivates, and co-creates conscious contributions™*.

The YouMeWe Group is a social enterprise, movement, foundation, mindset, and soon to be a book.

As an international speaker, social entrepreneur, host, and philanthropist, Suzanne is most gratified by her investment in leaders, and watching them fill a gap in society that creates a ripple effect to impact hundreds or thousands.

She is most energised by travelling over sixty countries with her backpack to explore cultures, interview trailblazers and navigate the road less travelled with her husband.

To learn more about the African women pioneers highlighted in this chapter visit
WisdomExchangeTV.com

Pioneer	Link to interview
Joanne Mwangi CEO, PMS Group, Kenya	http://wisdomexchangetv.com/joanne-mwangi/
Jane Wathome, Founder, Beacon of Hope, Nairobi, Kenya	http://wisdomexchangetv.com/jane-wathome/
Sheila Freemantle, Founder & Managing Director, Tintsaba, Swaziland	http://wisdomexchangetv.com/sheila-freemantle/
Yeinebersh Nigussie, Co-Founder, Ethiopian Center for Disability and Development (ECDD) and Founder of Modern Academy PLC, Ethiopia	http://wisdomexchangetv.com/yeinebersh-nigussi/
Norah Odwesso, Public Affairs & Communications Director for Coca-Cola Central East & West Africa, Kenya	http://wisdomexchangetv.com/norah-odwesso/
Meaza Ashenafi, Chairperson, Enat Bank, Women Activist, Lawyer, Ethiopia	http://wisdomexchangetv.com/meaza-ashenafi/
Jane Trembath, International Airline Captain, South Africa	http://wisdomexchangetv.com/jane-trembath/
Gladys Muhunyo previous Director of Africa Programmes. Computer Aid Africa, Kenya	http://wisdomexchangetv.com/gladys-muhunyo/
Lydia Muso, Founder & Director, Lesotho Child Counseling Unit, Lesotho	http://wisdomexchangetv.com/lydia-muso/
Lois Shaw Missionary & Founder, Africa by Design Safaris	http://wisdomexchangetv.com/loisshaw/
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Bience Gawanas, former African Union commissioner, Commissioner of Social Affairs, Lawyer Namibia	http://wisdomexchangetv.com/bience-gawanas/
Doo Aphane, Director, Women for Women Development Consultancy, Swaziland	http://wisdomexchangetv.com/doo-aphane/

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