

THE HAPPY TIMES

FROM THE HOTWIRE FAMILY OF BRANDS

March 2021 Vol 1 Issue #1



A little joy is what we need

2020 was a full contact year, one that might just need a Ctrl Alt Dlt button.....

By KABELO BINNS

From the incredibly massive explosion in Beirut that killed 204 people, to Australia enduring the worst fires in a century, Prince Harry and his wife quitting Royalty, Iranian Qasem Solimani killed in an airstrike, and a few days later 176 killed as a Ukrainian 737 was shot down accidentally by Iran who thought another US attack was on the cards. Kobe died in a chopper crash, and Joe Biden beat the Don (we are all still catching our breath after that race)... In this same year, George Floyd was murdered and like him, 2020 left us all breathless... and all the while a global pandemic raged across the planet killing over a million people.

The world is in deep need of a little positivity. And that is why today the Hotwire Family of Brands brings you a little optimism via the launch of Botswana's first and only "Happy" publication, given out free, for a little cheer and hopefully a little less gloom. With a more upbeat footing, we believe things will start to look up. Our Government, the private sector and all Batswana at large have all been furiously fighting the tide of negativity, doing their very best to get us beyond this dark cloud and towards sunny days again. We are now starting to see the proverbial light at the end of the tunnel - vaccines are near, travel is near, economic recovery is within reach. The first step we must all take is to smile more, be happy more and know that this too shall pass.

We hope you enjoy "The Happy Times."

MORE SMILES ARE JUST WHAT THE DOCTOR PRESCRIBED

Ever notice how a little bit of good news, no matter how little, can brighten up even the darkest day

READ MORE ABOUT THIS ON PAGE 12

YOUR FREE COPY



Did You Know?
A group of pandas is called an “embarrassment”



Changing the narrative when it comes to the celebration of local content and content producers, visit The Hotwire XChange, where the best minds in Africa come together for uniquely African content, from news and editorial and more. The Happy Times electronic version will also be housed here. www.xchange.co.bw



Winnie the Pooh
The voice of Winnie the Pooh and Tigger is done by Jim Cummings, who actually calls children's hospitals in his free time to cheer kids up!

Disclaimer:
All articles are the opinions of the authors and not necessarily the option of any of the organisations in the Hotwire Family of brands. Should anything in the “Happy Times” offend anyone, please feel free to share the concern with the Editorial Team at P O Box 2637/4, Gaborone, Botswana Or email at info@hotwireprc.com.



Informational deluge has a Silver Lining

Like every such dispensation, the 21st century spans 100 years.

By LESANG MAGANG

It is a seminal century in its own right in that it bestrides the revolutionary and iconic Information Age, alternatively referred to as the Computer Age, the Digital Age, the Electronic Age, the New Media Age, to mention only a few. I will for purposes of this piece, and a couple or more others to follow, call it the Information Age.

It is an age characterised, fundamentally, by easy and virtually instantaneous access to information and any conceivable body, or snippets thereof, of knowledge. It is an age in which all manner and aspects of information is obtainable just by the press of a button, the click of a mouse, or by way of brushing a finger along or across a touch sensitive display screen. The Information Age dawned sometime in the 70s, though it was not until the 80s through the 90s that it became mainstream in the ranks of the broader global citizenry. It is marked by the increased production, transmission, consumption of, and reliance on information. To be part and parcel of the Information Age makes for very exciting times. This is the age of the computer in its various guises such as desktop, notebooks, and iPads; wireless communication; the Internet; digital satellite TV; Skype; Google; Facebook; Whatsapp; and live-streaming.

These constitute only a few of the information access breakthroughs of our day. The so-called Millennials (the

generation that was born between 1981 and 1986) and Post-Millennials (the generation that arose in 1997 and thereafter, also known as the Digital-ites or Generation Z) may take such electronic devices as the mobile phone, the DVD, and the memory stick for granted, but scarcely do they know

Has Information Age Run Its Course?

21st
CENTURY
spans 100 years.

70^s

dawn of the
INFORMATION AGE
is based on information gathering facilitated by computerisation.

2000^s

SNAPCHAT IS TRENDSETTER IN
EXPERIENCE AGE
an age of certain technologies, microcomputers, mobile sensors, and high-speed connectivity

that they were in a manner of speaking born in an ultra-modern age. I myself belong to what has been dubbed as Generation X – the bracket that came along between 1965 and 1980 – and trust me ours was the era of the Ancient of Days that is the powerline telephone; the practically obsolete VHS cassette reels and floppy disks; and the totally outmoded gramophone players and vinyl LP records.

Some ranks of the senior citizenry – those who came into the world just ahead of the Baby Boomers (people born between 1946 and 1964), still needs a bit of help on the laptop keyboard and in surfing the worldwide web of the Internet since these leaps in information storage and gathering advances came into vogue when they were well in the noon of their lives. Has Information Age Run Its Course?

There's a unassailably persuasive case for the argument that even as I write, the Information Age is incrementally giving way to what is generally termed the Experience Age. Such a shift is inevitable considering this chain of causation: the Agricultural Revolution paved the way for the close-at-heel Industrial Revolution in the late nineteenth century; the Industrial Revolution in turn ushered in the Industrial Age; the Industrial Age provided the context for the emergence of the Digital Revolution in the mid twentieth century; and the Digital Revolution made it possible for the Information Age to flourish relatively latterly. The Information Age is based on information gathering facilitated by computerisation. A pundit of, and a bit-player in, the trends of the Information Age posits thus: “In the Information Age, the start of communication was information. On Facebook, you type into a status box, add metadata such as your location, and select from a hierarchy of emotions for how you feel. This information-first approach is also visible in Facebook's feedback mechanisms – six pre-selected reactions with threaded commenting.”

In the Information Age, human work, play, and interaction patterns are in large measure impacted by systems for processing and distributing information. A defining attribute of a tool of the Information Age such as the wildly popular Facebook, for instance, is accumulation. This is whereby one's identity is the sum total of all that he or she has saved on his or her data storage device – texts, photos, videos, audios, web pages, etc. With the changing context of our online interactions, the status box is becoming less fashionable as we progress from collating information for its own sake to being active participants in its effectuation. Welcome to the Experience Age!

The Power of Words



The spoken word, whether uttered with love or vehemence, has birthed wars, conquered empires, and set forth amongst the greatest of love stories.

By TAAZIMA KALA-ESSACK

The written word has transported us aboard the Pequod, to the arms of ill fated lovers in Verona, on adventures to Mordor and hiding from the likes of Boo Radley. Words carry meaning, substance and emotion beyond all else and yet the power of language beguiles us into the very destruction of the thing we find so beautiful.

Alexandria Ocasio-Cortez recently addressed the abhorrent language hurled at her and about her by Representative Yoho that rang true to so many men and women the world over when it comes to predominantly male incivility. New Yorker editor-in-chief David Remnick wrote a column suggesting that Ocasio-Cortez possesses the “rhetorical dynamism” that strikes a chord for so many today in refusing to shadow the challenges that female members of Congress, or simply members of society, routinely have to face. Despite the abuse verbally given to her, in public no less and with flagrant disregard for manners, protocol or decorum, Ocasio-Cortez celebrated the positivity and power that words can and will have on a listener, turning on its head the very language used against her.

Words matter, we know. We are often told that where you cannot speak kindly, do not speak at all. We know that certain words or actions only carry positivity or negativity because of the respective “other” they create – a reaffirmed existence and potency because they highlight the opposite so well. And yet, in the vitriol that spills into our homes, workplaces and societies each and every

day, that precarious balance between the power of words for good and/or for evil appears to be faltering. Freedom of expression, a celebrated right and one that stands for progress in every way, becomes increasingly used as a weapon to get ones way, to wreak havoc and to cause hurt. Disruption, rightfully a tool of advancement, causing tarnish instead.

Have we lost respect for what beauty and power words can hold that we choose to debase people with “only,” “just,” “weak,” “disgusting,” “dishonest,” “bitch” and “bossy”? These are just a handful of examples in a veritable field to choose from. Unwarranted and/or unprovoked, they have the power to hurt, damage and scar. Used calculatedly and when relevant or needed, they may bring the desired impact, and yet the fact remains that they breed negativity unbound. As communications people, we tend to focus in our professional efforts in wordsmithing to perfection every paragraph, every opening line in a speech or power quote in a statement; those in the copywriting space agonise over the single word that will bring true emotional bandwidth to a line of advert copy, punctuation used in our artillery just so. Every word matters; every intonation or lack thereof speaking volumes.

Why then is it so easy, outside of pen to paper on client request, to be so callous with our words? To take so lightly the impact or reputational impact they may have, or damage they could leave behind? Every professional environment is cut-throat, and no sector is arguably fairly compared to another when it comes to the smorgasbord of personalities and profanities.

Are we using our verbal powers for good or for bad? And are we destroying the beauty of language in the process?

Opportunity Knocks

American appliance giant General Electric (GE) used to be known as “the business and leadership icon - a reflection of its past glory of the 80s and 90s.

By STUART WHITE

Today it has deteriorated to a company running out of cash and divesting of most of its acquisitions. One of the reasons for this fall from fortune, as reported in the book Lights Out, is attributed to its leaders', -Jack Welch and Jeff Immelt - failure to let the company “recover” from all its acquisitions, transformations, and trauma. GE would work frantically, never tolerating a downturn or slowdown in its business and the author illustrates this with his own experience with GE Digital “these guys are rushing forward at a fevered pace but aren't sure where they're going.” They never took the time to reflect and regenerate - a critical consideration if you accept that it doesn't always make sense for people and business to be on continuous high alert. We can't be ‘on’ all the time. The passage in Ecclesiastes 3:2 stating ‘there is a time for every purpose under heaven’ is relevant in business too...a time for thinking, reflecting, innovating etc. and that is the opportunity we have today. Reflecting on where we are, the first thing that comes to mind is that the digital world is metaphorically exploding and let's face it, it has been a godsend in this crisis. There is a lot of money, expectation and growth in the tech industry today (last month the Nasdaq hit a new high with the price to earnings ratio at 36!). And for the most part it is working well - Microsoft Teams, Zoom, emails - and people have adjusted. No longer are we having to coax clients like horses reluctantly led to water but stubbornly refusing to drink, to interview online and conference call - that's now becoming the default position. This week my company advertised for a head of Digital Transformation - the second such job in recent months - as client's respond to the need from to drive a cultural transformation around digital work.

Another area taking centre stage is Health and Wellbeing as companies realise that if workers and customers don't feel safe their business is as good as dead in the water. We can see this reflected in the retail sector. Another significant change is the decentralisation and allowing more

to happen at the local level. There is a realisation that you have to let people get on with it and that you don't need to jump on an aeroplane or travel across the city for a central meeting. We are moving towards “globally integrated businesses” with less local control but more local empowerment.

Also morphing is the speed that companies can adapt and alter their business models. For example, I have long been wondering why we can't advertise job vacancies online rather than traditional print media which elsewhere in the world this is seen as old fashioned. Hey presto, overnight we now have digital newspapers'. Talent Management expert Josh Bersin explained recently in his blog how he had spent time with PepsiCo and “we discussed in detail how quickly they developed an entire Pandemic response, education, wellbeing, and employee education programme. This was an enormous success - because they had the freedom to act quickly and distribute the solution to business units in weeks. In the past, an initiation like that would have taken years of coordination to design and approve. Now it's formulated in rapid response to scale and flex at a local level yet remains coordinated globally through data and platforms. I can see the opportunities this innovative attitude offers.

So, you know what folks it is adapt or die. You can't control the weather, but you can control your response to it. You can dress for it; you can modify your actions (drive more slowly when it rains) or stay in the air conditioning when it is too hot. This pandemic forced the need to streamline, stream and innovate - to go virtual, to cut costs and improve employee and client satisfaction. The smart money is on retaining these methods post-Covid. We've survived the shock, now appreciate the 'or'!



The XChange Brings Together the Best Minds in Africa in One Digital Community

COMMENTARY

By TAAZIMA KALA-ESSACK

“

Conscious consciousness may feel new, but it's already stronger than ever and we better learn to keep up or fall behind. Do it with purpose, or not at all, in my humble view.”

In a continued trend of bringing firsts to Botswana, leading communications consultancy Hotwire has launched yet another unique offering in the content creation and curation space. Dubbed “The Hotwire XChange,” the platform brings together the best minds from across Africa, including some of Botswana's best and brightest, for the kind of content that Botswana have indeed been yearning for.

Benchmarking on international platforms and adding a nuanced Botswana “flavour,” The Hotwire XChange looks to engage two key types of users: Cross-Industry Professionals and Media Practitioners. The premise is on strong, value adding content and ideas that truly change mindsets, inspire businesses and propel even more dynamic individual thinking.

Said Hotwire Managing Director, Kabelo Binns: “We are incredibly excited to launch to the market, making our digital community that much bigger and that much closer. We are, at the heart of it all, creators of content, and hotwires of mutually beneficial relationships. The Hotwire XChange makes delivering on this even greater, and puts the power to decide what kind of content one wants to consume in the hands of the consumer. The platform delivers access to content in the following domains:

can remain current on news developments;

Press Centre – design particularly for Media Practitioners but accessible to all subscribers, all issued Press Releases, FAQs, Fact Sheets and Image Banks for leading corporate brands housed in one, easy-to-access platform;

Hotwire's How To – skills guides and tips for professionals to hone their skills, developed by industry experts across sectors;

Reference Material – a single repository of the most pertinent and often-desired reference material - from National Budget Speeches to Constitutions, African Union and United Nations reports and decades worth of published annual reports from across Botswana – which have to date not been easily accessible for professionals, learners, or even researchers.

Continued Binns: “The Hotwire XChange was really born out of our belief that we have such great thinking across Africa, including right here at home; and yet, no single platform existed to sustainably share and grow this. We are a business about professional counsel and ideas are our currency – it is only fitting that we introduce the platforms that can and will allow this to grow even further.”

Visit www.xchange.co.bw for more.

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Mushrooms

There's a mushroom that grows in the wild and tastes like fried chicken. Its name is Laetiporus



We actually live about 80 milliseconds in the past. That's how long it takes the average brain to process information.

Digging My Toes into the Sand

I understood quite early in my adulthood the importance of letting go and having fun, in the exact way we did as little children.

By LESEGO RAMAHOBO

"Ke a go tshameka!", I'd shout, excited by the thought from the moment the last school bell of the day sounded. There was, though, a routine that had to be followed almost religiously; it'd be the school uniform getting ridden off first, followed by a hearty lunch meal and time dedicated to handling homework, then finally, rounding up all the friends in the neighbourhood to begin the daily and repetitive, but never boring, festivities of playing.

From Suna Baby to Hop Scotch to digging our toes into wet river sand, compacting it into miniature houses over our bare feet and chanting, "Ntlu, ntlu se thubege motseti o moteng!" (This house must not collapse, there's a new mother inside!), then waiting to see whose house would still be intact the next day. This went on until the late hours of the afternoon - sometimes to the point at which I'd like to think

was when evening graduated to night time.

I'd always return back home with my legs ashy to the knee, sometimes, and having broken countless sweats to the extent that I'd be forced to go straight to the bathroom to avoid dirtying anything in the house. Playing was a crucial part of my life, and although it would leave me knackered every day, I'd sleep with a heart bursting with joy and peace.

It is with this approach to life that I remind you, as this rather horrible year ends, to pack all your worries in a corner cupboard, dig your toes into the sand and enjoy the hug the sun gives your face.

“Dig your toes into the sand and enjoy the hug the sun gives your face.”



CREATIVELY ARTICULATE



As a writer, I get seasons where I cannot get any creative work out of myself no matter how hard I try.

By LORRAINE KINNEAR

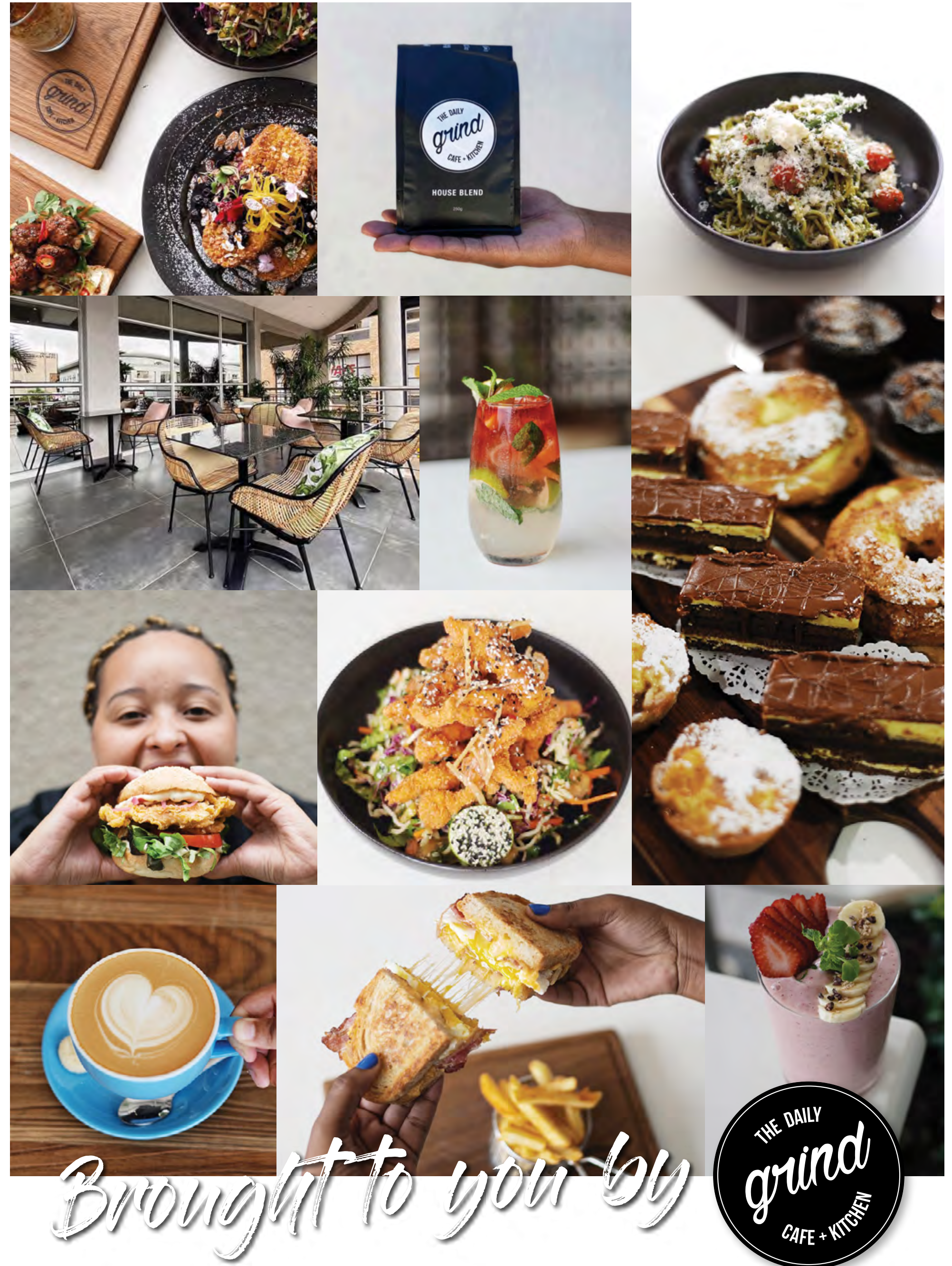
As a writer, I get seasons where I cannot get any creative work out of myself no matter how hard I try. When this was happening just recently, I realised the issue has gone a little overboard, it's out of my control! I have tried to justify it as "Growing pains" or "I work three jobs", and some classics include "My priorities are changing" or "I have a writer's block." As a means of ensuring this no longer happens, I need to have in place a mitigation plan to guard against this torment.

Doing any creative work requires one to be constantly adjusting the scene to make it conducive for free flow of good ideas. When you are at a point when everything seems too clogged up, it's okay to go back to the basics. Sometimes personal growth is more about unlearning than learning. You constantly need to come back to the

drawing board to remind yourself of what is working and what is not. The creative process like any process in life, requires a plan. The trouble is, as a creative, it's natural to us to assume a more free-flow, things-will-work-themselves-out strategy. This unfortunately doesn't always work, especially in work environments whereby you have set parameters and targets to work with.

To help in my predicament, I have started drawing up plans to fit my creativity into the work I do. This has helped me tremendously with realising my personal development goals. I am able to track and evaluate as a go along, this also helps show value for my creative inputs into my regular work. So now I can be sure I will always be able to creatively articulate my role without fear of it running out - I now have means to ensure there's more where that came from.

Happiness in Pictures



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Fun Fact
The number of H₂O molecules in 10 drops of water is equal to the number of all the stars in the observable universe.

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Content is King

The emergence of Digital Marketing around 30 years ago has meant people are influenced by online content now more than ever before.



By LORRAINE KINNEAR

More people have moved away from consuming content through newspapers, magazines and catalogues and social media platforms such as Instagram, Tik Tok and SnapChat are becoming an increasingly effective way to raise your brand profile. Thus highlighting the importance of images and how they go hand in hand with digital marketing.

The rise in digital content consumption means that as a digital marketer, you have to have a certain level of image development understanding. Appealing images are an important aspect of your entire scope of work. A precise, clear image

will give a customer a quick idea of what product you are selling. People don't want to be bombarded with text after just landing on your page, remember you have only around 3 seconds to engage that first-time user. The main idea is to grab the user's attention. In the below article we will take you through practical steps of capturing website images to aid in your digital marketing.

Taking the perfect photo is much like painting, composing, or even writing a novel with a good selection of words. It requires thorough planning and visualization. You have to have a rough idea of the kind of image you would like to create before you even start to create it.

Firstly, and most importantly, one has to ensure that all the equipment

“Picking a suitable spot is a step that can make or break this creative process.”

you need is ready. Think of it like preparing for a meeting, or an interview, you just have to show up with all the right tools. For better composition and excellent results make sure you're using the right gear.

Most indoor sets are made up of;

- Anti-reflective background paper or cloth (this can be any matte wall)
- Tripod/selfie stick
- Lens cleaning cloth
- Good source of light, this can range from natural light, LED lights or ring lights.

Scene Setting
Picking a suitable spot is a step that can make or break this creative process. You need to identify which place or spot is going to make

your photo more attractive. Your boardroom, lobby, and office are all places to start looking for great spots. Or, you can decorate a specific spot in your work area according to your photography needs.

This can be your opportunity to creatively explore and experiment with different items in your office. Use anything and everything that you can imagine to make your photographs unique.

Capturing the Image
Most smartphones released between late 2016 and now are equipped with a pro mode and when you would like to create professional images on your phone you have to enable the pro mode.

continued on page 8

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THE HAPPY TIMES BUSINESS

March 2021 Vol 1 Issue #1

Who is the REAL Boss? An Insight into Customer Service

By SHINGIE MUPUNGA

There is only one boss, and that is the customer. He or she can fire everyone in the organisation, from the top executive, all the way down to the floor workers, and this is simply by spending his or her money elsewhere. It is a well-known truth but often ignored reality, that the customer is king, boss and all else. One has to therefore pursue building long lasting relationships with customers, such that they feel loved, wanted and like they are the best thing that ever happened to your brand.

In other words, it is a cycle of T.R.E.A.Ts one has to give to each customer each and every day to reach the expected level of delight. So, what

are these T.R.E.A.Ts, one might ask? Allow me to break it down.

- 1. Trust** – the ability to provide what was promised dependably and accurately. Some call it the 'moment of truth' when a brand matches its promise to the customer, delighting them with equal or exceeding expectations.
- 2. Response** – the brand's willingness to always help customers promptly. I come from a school of thought that says you don't knock off without responding to an email enquiry. These days, some go as far as social media inboxes; keeping this attitude certainly goes a long way.
- 3. Empathy** – the degree of caring and attention you show to individual customers always accounts for the word of mouth a brand will gain. Repeat customers usually don't worry too much about the price point, but rather how they felt the brand invested in their purchase.
- 4. Assurance** – the knowledge and courtesy you show to customers plays a pivotal role in them coming back to consult you on a new sales opportunity. Some scholars term this process 'selling without selling' for example, a

customer came in for a coat of paint, but you educated them on the process now they are buying 3 coats instead.

5. Tangible – the physical appearance, equipment and facilities of both brand representative and the brand itself at the point of sale. I'm reminded of a saying that you are addressed the way you are dressed. First impressions do matter, regardless of the trade or industry.

Employers only handle the money. It is the customer who pays the wages. A simple equation that either student or lecturer have mastered: Customer Service = Good Business. Time and again, history have proven that exceptional customer service will:

- Often make customers pay more, drive further and inconvenience themselves in order to do business with a brand that appreciates them.
- Increases productivity, efficiency and effectiveness. Satisfying an unhappy customer costs more both in Pula and sense, than satisfying a customer on the first try.
- Satisfy and retain customers; they buy experiences and bring repeat

business once they are happy. Some go out of their way to share these experiences with potential customers on your behalf.

It is easier said than done indeed, but then again, nothing in business ever comes easy. Remember, what you are not willing to do for your customers, your

competitors will gladly offer them.

In summary, Henry Ford aptly summarises this assertion, "It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages."

Need I say more, YOU the CUSTOMER are the boss in every business.



“It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages.”



PROUDLY BOTSWANA

- Reduced online risks**
- Global recognition**
- Be identified with Botswana**
- Promote local enterprises**



Business Insight



Did you know that a camel library started by Save the Children brought vital books to 22,000 children in 33 villages across Ethiopia. The mobile library aimed to tackle the problem of children being absent from school for long periods of time. The camels spent 2 and a half days at each site, being cared for while children enjoyed the books.

Content is King (continued from page 6)

This is useful because it allows you to explore the capabilities of your phone camera sensor and adjust it to your specifications.

You can adjust the White Balance, ISO, Shutter Speed, and Focal length on your phone the way you would on a professional camera. Your phone camera's White Balance acts like an artist's canvas, this means that it determines the overall effect of Kelvin temperature that your image will have.

Your phone camera has the ability to automatically employ white balancing, but doing it manually allows you to change it in accordance with what images you would like to create.

A great way to take on the challenge of phone photography is to imagine yourself as an artist. Experiment with your photographs as much as you can. Playing with your camera is often the best way to learn how it works. Change settings, experiment with different ISO speeds, different lens settings to learn what each setting does and how it affects the outcome of your photo. This will eventually help you find your unique style, and it may help you discover new ways to take even better photographs.

HDR images combine shorter and longer exposures to create a picture

that seems to have an even distribution of highlights and shadows. This will make situations more appealing to the eye. When you use HDR, you may find that simple photos become highly defined and stunning. Always try to fill up your frame with the content. Make sure that the bulk of your subject fills your photo and has something that will get noticed. Eliminate all the

is important to take multiple shots of any photograph from different angles and different lighting conditions. Later it will help you to choose any photo independently according to your need and obviously help you to enrich your photo collection.

Image Selection

After capturing the photograph you will need to select the best photo with proper composition, lighting, and framing. While choosing the photo you need to keep in mind that a photo combination of accurate ISO value, Shutter Speed, and Low Noise will be the best photo for further edit and colour correction. What this simply means is that from the camera roll you need to select images that are well-lit and can be edited to look as close as possible to professionally made. These are the images that will trouble you the least when editing.

Photo Editing

There is always room for correcting the colour, highlight, and shadow of your photo. You can easily edit your photo with the default photo editor of your phone or any third-party application according to your choice.

The key corrections one has to focus on as a beginner are Exposure and Contrast. Make it a rule of thumb of photography workflow to never lose the original copy of your photo. This is asset for every photographer as you can re-edit as you get introduced to new concepts in image editing. Keep the main copy of your photo unedited for further use.



unnecessary elements from your photo frame. Then the viewer will get the message you wanted to convey through your photo accurately. This is why it

The Happiness Wordsearch!

Find some joy by looking for all the happiness and joy words in the jumble below:

Z M E D I T A T I O N K C P I W A Y P E H O V Q
O G H E L P F U L B S I L L Y F P F A H D L F Z
T I V S K N A T U R E W N E D G R C H W D W H D
S J L Q K V U U Q Z F E E F A T F V F I Y L P
W H S R W C H F W V I V R G R M M C E O G I L Q
P V U B N W A C G D D G I I W E H S M B H Q S C
T V N O H L P B H K P E J S V S X H B O N N J D
Q W S L C Q P D F U L Q Q U O F O M D G F K X Z
R A H G F C Y Z K Q A B U G D X T K U H A E U D
Y R I E E Q T V Z Y Y R A I N B O W S C L P B S
M I N P R Z R U A M Q I X H U G S L O V E D S X
Z X E C D H Y W R B T X K C M A E U X S W T I W
N T I S X K A Y K E T X Q O Q N J W T T H O Y T
C M P A B C L A D B Y W X Q T Z L D V E Z U I M
D O V R Z R A H W G W V G R A T E F U L C F B
M O D F C O W P O S I T I V I T Y L G B H O R U
J D P E X E R C I S E A M F U N O O Q L O Z I D
C S R R E K Y N H N R Z I A A F F J N B P J E S
K O U X G E F A I A U M Q M C D R T Z L I A N M
F R T K U J F F R X W Y T I Q C N P O I Z E D I
R Z T U R L H I C K H C I L U Q G N W B C L S L
D L U T G O N U F M K C L W Y O W E V L G W Y U E
J B B Z I Q B J N L H K V P I R G L A S J V Q L
Q H Y F U N G U F Y S K I N D N E S S D J O Y X

fun silly hugs grateful rainbows love helpful moods joy sunshine family positivity games friends exercise nature meditation kindness play smile

Dynamite Comes in the Size of a 'Tiki'

They say dynamite comes in small packages; well, they were referring to us: Tiki Media.



Those from older generations will remember that "Tiki" refers to a small denomination of the British penny quickly adopted by Botswana. In fact, this word is still being used today in conversations referring to anything considered small or of small value.

A Tiki, being the smallest coin, was a crucial part of the currency that contributed to building the economy of our beautiful Botswana. Looking beyond its small stature, there couldn't have been any P1s or even billions without it. In a similar fashion, our former colleague, the late Pheny Venson, was dearly known as Tiki because of his tiny frame as an infant, a name that he wore his entire life. His work ethic, dedication and acumen is still felt today in the Hotwire family of brands, a legacy that will live on for generations to come. This business was named in his memory, and still carries the symbolism of the origin of the very word in our culture.

Compared to industry giants, we are the Tiki. But make no mistake, the company is well on its way to becoming a cornerstone of the media buying and procurement of corporate collateral in Botswana. With just over a year in operation, Tiki has managed to work with leading brands across the country. All this because of the guidance of well-versed and passionate professionals who ensure to interrogate the right solution for client needs and the sustainability of content for channel specifications. We proudly leverage our partnerships and continue to 'hotwire' relationships with suppliers, clients and all stakeholders.

2020 may have been a challenging year, but Tiki continued to find our stride regardless, and we look forward to a bright and optimistic future ahead!



Local Brands Making their Mark

One of the most amazing things about business in the last year in Botswana, despite the chaos of movement restrictions and border closures, is the growing love for local brands who continue to make their mark with innovation and indeed resilience.

Upping the proverbial ante when it comes to how they go to market and support their customer base, small and medium businesses across industries have had the spotlight cast on them. Amongst the most notable have been Just Ginger, Maungo Craft, Nubian Seed, Glotto, Nako Timepieces and Keno Custom Suits. Even more incredible has been the support of large corporates now choosing to support the #PushaBW movement even more by turning to locally made products and local suppliers for their needs.



NASA has renamed its headquarters after the first black female engineer, Mary W. Jackson, in a growing drive to recognise the role of women in science.

Business Communication

The Hotwire Academy Works to Enhance the Nature of Communications Practice in Botswana

The Hotwire Academy is a dedicated business established within the Hotwire Family of Brands to deliver communications training and short courses.

By KABELO BINNS



for the savvy communications professional, including:

- o Compelling communication for internal audiences: how to write for internal audiences
- o Strategising for crisis in an organisation
- o How to manage the pace of crisis spreading in a social world
- o How to engage with media in today's world
- o The able-bodied spokesperson – how to speak for your brand with tenacity

“Our Vision is to be the creative and communications sector training provider of choice in Botswana and the region.”

The Hotwire Academy is working to professionalise the industry further, and really empower those in the communications field to have the requisite skills and expertise to really show the full weight of what sound professional communications can offer.

Concluded Binns, “Our Vision is to be the creative and communications sector training provider of choice in Botswana and the region. We want to create better people doing what we do; and to have programmes that the leading companies in Botswana insist their teams are a part of, and which PR practitioners to having experience. This will help us ensure that we enhance the quality of PR and Public Affairs professionals in the sector, the National economy, and within the region.”

A NEW GEM IN GABORONE'S SKYLINE: SETLHOA VILLAGE



The architectural beauty that is Setlhoa Village continues to draw the keen eye of those in the property industry, as the development not only continues to take shape, but also to attract new residents and tenants.

As Gaborone's boundaries continue to grow further, expanding the city limits as the capital's population grows in both size and scale, it is clear for all to see that the calibre of property development itself is now well beyond that seen years ago. Setlhoa Village, it would seem, is the new gem skirting the lines between Gaborone centre and Gaborone North, at the heart of a burgeoning new hub or land development.

Setlhoa Village is the proud flagship project of local property development leaders, TDC, and was born out of a desire to create a high standard of living for as many Batswana as possible through world-class property solutions. As a pioneer of innovative and exclusive environments to work, live and play, TDC sought to curate space and design that ultimately brings security, convenience, healthy living, exclusivity, and accessibility. Through both residential and commercial development in Setlhoa, aesthetics and design remain a sure-fire demonstrable sign of the property development vision, talent and opportunity right here in Botswana.

As the city's skyline continues grow and evolve, pulsing with life with each passing day, there remains hope, opportunity and unrivalled beauty in what can be transposed from visions and plans into a warm and welcoming reality.

“..to create a high standard of living for as many Batswana as possible through world-class property solutions”



The **chills** you get when **listening to music** are caused by your brain releasing dopamine; a neurotransmitter that causes pleasure.

Both have a basic function. For shoes, it's to protect your feet from the elements. For ads, it's to impact audience attitudes towards a brand.

By ISAAC ADOM

Both can leave lasting impressions but, can also be entirely forgettable. Sure, the depth of your pocket does set parameters. But it doesn't inhibit your ability to leave an impression.

Shoes, like ads, say a lot about the owner (brand) and regardless of intent or best wishes, ultimately, the public judges. Ever stepped out in a pair and thought, "I'm going to kill 'em with this one..." Only for the streets to say, "Nah, fam, that ain't it?"

Ouch, right? A lot of people in advertising can relate. On the flip side, you can step out in a pair of "beaters" and the compliments roll in - all day. We've seen this countless times: low budget ads becoming runaway hits.

What makes a great shoe? Aesthetics? Yes. But comfort, authenticity and self-

ADS ARE LIKE SHOES



confidence reign supreme. Ever hear people say, "Damn, she can pull off anything." Great ads, like great shoes, are validated by the self-assurance of their owner.

"What makes a great shoe? Aesthetics?" They work, even when

they really shouldn't. Trying to fit with the "in crowd" is what's led to many a poor shoe / ad decision.

Just because someone's pulled it off doesn't mean you will too. Even if you could, who would willingly step out wearing the same kicks as their rival (competitor). It's not a good look. Especially if you're in the knock-off pair. You might get away with it, sure. But when everyone catches on...

Embarrassed would be putting it

“People that stay true to themselves and wear what they're comfortable in - regularly and unapologetically - often get to frame ‘the narrative.’ Their shoes become an extension of their personality, if not identity.”

often get to frame 'the narrative.' Their shoes become an extension of their personality, if not identity. It allows them to navigate terrain that the wearer would otherwise look out of place in.

Think Nike and social justice or Nando's and political commentary. If the shoe fits, right? Remember that what a shoe costs and what a shoe is ultimately worth, depends on the impression that they leave with the audience.

Some of the most valuable shoes in the world today originally retailed for very little, but they connected with people in unimaginable ways because they embodied the spirit of the wearer. Just ask Nike and some dude called Michael. But what if I can't afford shoes you ask?

You're still going to find a way to protect your feet, no? Think all the way back to basic function. Because if you really think about it, even if you step out without shoes on, YOU WILL GET NOTICED.

Think about it.

Have Child-Like Faith

'Adulting' as they say, is pretty damn hard when you haven't a clue how to manoeuvre life's curveballs.



By PALESA MAKOTI

It is as though you wake up one day and find yourself in debt, in poor health and with no prospects for what seems like a bleak future. When the lightbulb switches on and you realise you are no longer considered 'a youth,' panic sets in.

You begin to attend more house warmings, baby showers and weddings. Everyone around you seems to be "doing well" for themselves, and at every single one of these events, you are asked "when you will walk the path?"

Is this even something you aspire to? What do you want out of life? Where did all the time go? All you need at this point is more time! Time to figure things out, time to expand your piggybank, more time at the gym, more time to make the right decisions and, honestly, more time to sleep! In case you had not noticed, it is a pretty grim picture. So how does one pull themselves out of this rut? My recommendation.... have child-like faith!

Children are the most fearless people on Earth; they lean towards adventure and view the world through a curious yet hopeful lens. They are not afraid to push the envelope and see what happens next. Every discovery is cherished as a step towards figuring out this big, big world.

What if, for just one moment, we had child-like faith and viewed life as one great adventure? What may seem like trials and tribulations now become pieces of a puzzle. By no means is life as simple as a puzzle made out of cardboard, but maybe if we changed our approach to life's intricacies, we could actually see the silver-lining behind our experiences.

We can now begin to map out our future without fear of what might be and a greater appetite for what happens next.



Listening to 13 minutes of soft music can help you feel relaxed. Nine minutes of upbeat music can make you feel happy.

Grow Your Money

Tips for Our New Normal

The outbreak of COVID-19 has dominated news headlines in recent months. The number of confirmed cases continues to rise across the globe raising concerns that the global economic impact could be profound.

By ALPHONSE NDZINGE



Although the year 2020 has been a volatile year, if we look close enough, we will find a silver lining. In the midst of the pandemic, we have an opportunity to look for returns. Now, might be the best time to take a bold step and consider investing.

Investing during this time can be intimidating to many and while experience plays an important role in investment success, it is not the only element. Being prepared is the best option. It is therefore important that when making the decision to invest, you have knowledge and understanding of all the investment opportunities available to you, their pros and cons, and also what to look out for.

Let us start by understanding what investment is. Investment is the purchasing of assets such as securities that are not consumed today but are used in the future to create wealth. Investments help you meet your financial goals in life such as your child's higher education, your retirement and to build your wealth.

Furthermore, investments are a form of savings and are the perfect example of saving in the right way. Investing also serves to grow your money fast and generally with higher returns compared to a bank savings account. In today's markets, you are

exposed to numerous investment opportunities, allowing you to invest in a number of ways. This includes but is not limited to: shares, bonds, unit trusts, property market, vintage cars, farms, wine and even art, to name but a few.

Our team's extensive experience in the global investment space has been a journey of continued education in many ways. Over the years, we have come to learn that good investment advice is timeless, allowing one to sidestep some of the common traps that damage returns and jeopardise financial goals.

Below are 5 essential tips for investing to get you started.

1. Pay yourself first: One of the key principles of personal finance, this refers to how to save money. This simply means it is important to spend what is left after saving rather than save what is left after spending. How can this be achieved? One way is to set up automatic transfers from your bank account to a savings account or investment account.

2. Beware of behavioural biases in investment decision making: Irrational investor behaviours that can affect or unconsciously influence investment decision making. When making an

investment, it is important to be aware of such behaviours and biases, such as:

Confirmation bias - when investors focus on information that confirms their previous beliefs. In this regard, the investor may become overconfident and make bad investment decisions.

Loss-aversion bias - where investors act to avoid realising a loss. This is also called "good money following bad money". You don't want to admit the loss on your initial investment and instead you hold on in hopes that you will, one day, make it back to break-even or make a profit.

3. Understand investment costs: All investors, whether talking about stocks and bonds, unit trusts, insurance products or retirement funds involve costs that investors should research, understand and be aware of. It is important to look for investment products and solutions that have transparent fee structures so as to make a sound investment decision. One way to practice this is to always ask the service provider about the total in all costs and or implicit costs for early termination / cancellation and also look for products and solutions that have transparent fee structures. This will help you decide whether to invest or not.

4. Invest in what you know... and nothing more: When investing in industries or markets you are familiar with, you are more likely to make informed choices. If an investor cannot make a reasonable understanding of how a company makes money and the main drivers that impact its industry, it is advisable to invest with caution. As Warren Buffet's personal investing rules say, "If you don't understand a business, don't buy it."

5. Most news is noise, not news: Every day, we are exposed to a number of financial news and headlines aimed at generating buzz and to trigger our emotions to do something. According to the 99-1 rule, 99% of investment actions we take should be attributed to just 1% of the headlines we are exposed to. This means that investors should be very selective of the news they hear and eventually act upon.

If you are an investor or thinking about finding ways to capitalise on these changing times, with these tips, we hope that we have inspired you to take the first step toward investing in your future. It is our hope at Kgori Capital that you are now in a better position to make good investment choices and strategic moves to invest wisely and plan for your future financial wellbeing.

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BRAVE HEART



The average woman smiles about 62 times a day. The average man smiles only about 8 times.

A Daily Dose of Good News is Just What the Doctor Prescribed

One of our favourites? John Krasinski made good news go viral with the YouTube series “Some Good News.” And we were here for it.

By HOTBOX

The positive effects of good news have been widely established. The so-called called “daily dose of good news” serves as a veritable mental diet for the better; quality food for your brain. Think of it this way: if bad news is the equivalent of junk food, then good news is basically the same as fresh fruits and vegetables for your mind.

According to popular blogger on the subject, Justin Osborne: “News consumption is not just a mental process. On the contrary, it is affecting our bodies as well as our minds, so it is critical to keep taking doses of quality information on a regular basis. That way, you can create a balance between the two opposites and improve the overall health condition.”

Osborne goes on to note: “When you are barraged with bad news, it increases the level of cortisol, the body’s primary stress hormone. While it naturally regulates blood pressure and many other processes, cortisol can cause some severe side effects in case you feel stressed continuously.”



“

News consumption is not just a mental process. On the contrary, it is affecting our bodies as well as our minds, so it is critical to keep taking doses of quality information on a regular basis. That way, you can create a balance between the two opposites and improve the overall health condition.”

And as much as a positive effect can be observed on the physical body, mental health benefits too. Positive and optimistic content consumption can reduce anxiety, mental fatigue and even worry. “People are eager to see and hear good news because it makes them feel better. It’s not only an issue of staying informed or up to date with the latest events. On the contrary, it’s a matter of staying healthy both mentally and physically,” notes Osborne. So thank you, John Krasinski! We’ll gladly keep welcoming good news any day!

The Happyness Playlist!

How music can affect one’s overall mood has been a topic of debate for a number of years. Music is not only able to affect your mood, but listening to particularly happy or sad music can even change the way we perceive the world, according to researchers from the University of Groningen. We have curated a list of classic hits and modern melodies to help improve wellbeing and happiness right here (disclaimer: you may feel the urge to break into dance by the end of the list).

- | | | |
|---|--|---|
| 1. “Say Yes” by Michelle Williams feat. Beyoncé and Kelly Rowland | 4. “Tightrope” by Janelle Monáe | 8. “I Gotta Feeling” by The Black Eyed Peas |
| 2. “Valerie” by Mark Ronson feat. Amy Winehouse | 5. “I Got You (I Feel Good)” by James Brown | 9. “Just Fine” by Mary J. Blige |
| 3. “Let’s Go Crazy” by Prince | 6. “Uptown Funk” by Mark Ronson feat. Bruno Mars | 10. “Love On Top” by Beyoncé |
| | 7. “Happy” by Pharrell Williams | |

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THE
HAPPY
TIMES

ARTS & LEISURE

March 2021 Vol 1 Issue #1

Changing How We Exchange Words in Botswana’s Creative Industries



My last full set performance with a band at a live event was on the 1st of March 2020 at the Jazz XChange. That was exactly ten days before the World Health Organisation declared the COVID-19 Coronavirus a pandemic and life as we knew it ceased to exist. “Lockdown” as well as “new normal” became social dynamic shifting buzzword and catch phrase respectively.

It is barely six months ago that I first got the invitation to grace the stage at one of Botswana’s most established concept events, which is known to host a range of artists across genres and “jazzify” their catalogue creating a fusion of contemporary African genres with the iconic Jazz sound that could arguably be labelled black urban cultures first real pop music genre in the United States during the late 19th and early 20th century.

For those who may not be aware, a live band performance is one of the most team-oriented endeavours in a musician’s life and career. There is a need to have the utmost dedication to a cause that is bigger than one’s individual talents. Ironically, this process begins with the pre-requisite individual talents that bring together a collective of people set apart by the fact that they bring something exceptionally unique to the table that complements the next person’s abilities. The drummer sets the beat which drives tempo, keyboardists and guitarists bring melody to most songs while the bass carries elements of rhythm/groove while in HipHop and RnB (Rhythm and Blues) a lot of soul and funk as well. Backing vocalists add harmonies that strengthen and punch key parts of the lead vocals that are typically at the forefront of the showcase. This is the canvas and set of colours from a never ending palette, that allows me as a Rapper and Vocalist to re-articulate (with what feels like new yet consistent expressions every time) the feeling that came with the composition of every song in my repertoire. I cannot mention that without crediting the Producers and Composers who composed the music that accompanies the lyrics in every one of those songs.

The process of bringing all of these elements together starts with the compilation of a set-list that is then meticulously analysed and broken down into keys, chords and arrangements which can lead to re-arrangements. To drive this intense pre-production work you ideally need a Band Leader or Music Director; if not

By GAME “ZEUS” BANTSI

“

Conscious consciousness may feel new, but it’s already stronger than ever and we better learn to keep up or fall behind. Do it with purpose, or not at all, in my humble view.”



both. Hours (if not days) are spent picking songs and determining the individual as well as collective order of the music in the pieces, before the work of learning the notes and arrangements begins. The shared vision derived from pre-production is critically fundamental to the understanding each member of the collective brings to the role they have to fulfil as well as what it means for the next person. It is what should guide and inform every creative choice and action during the long hours of rehearsal required to pull off a flawless presentation.

This collective vision should be a safe space that gives all involved the chance to discover parts of the next team member’s essence and their own too in the process. Therein begins the powerful exchange of ideas that I believe are not only musical but philosophical and dare I say physiological. The connections between one band member’s freestyle improvisation and sparking an idea in another’s approach to a song are what you want to foster as a band leader or music director. The exchanging and implementation of these ideas (mostly through trial and error) ultimately lead to finding the best way to share a piece of music that can literally be interpreted in a thousand different ways if not more.

Why am I reminiscing on the live performance creative process and the not so far gone yesterday that feel like a lifetime ago? Because I think we all need to be rethinking what engagement, connection, collaboration and ultimately exchange can look like going forward under these unprecedented times for modern human beings. My working theory is that a lot of us as individuals, organisations, sectors and even entire industries lost our connection to our ecosystems, effectiveness and real impact long before the COVID-19 Pandemic. For over a decade now I have strived to build not only my own enterprises in the Botswana and African Creative Industries respectively, but I have lobbied for and participated in processes attempting to improve policies and structures that can impact the sector and its value chains positively. This has led to me wearing several hats beyond that of an Artist and Creative Entrepreneur.

There have been several development milestones that we can celebrate over the years and decades in Botswana’s Creative Industries but generally they have been too few and far between. Most of these milestones have been plagued by our chronic “big launch, little sustainable delivery” syndrome that has seen many opportunities to leverage the establishment of much needed structures

and policies implemented in a flawed if not negligent manner.

If our ecosystem was a band, the music would mostly characterised by discords, poor arrangements and lack of a shared vision that ultimately fail to get the best out of the talents attempting to collaborate. With these challenges and a disruptive pandemic of unparalleled proportions in mind, we truly need to re-imagine how we engage and exchange with different parts of the value chain.

TIPS TO IMPROVE YOUR MINDFULNESS



Pause every morning. Mindfulness shouldn’t have to consume all your energy to be beneficial. Here, we share the top 5 mindfulness tips.

1. Re-focus scattered thoughts
2. Take time-outs to breathe
3. Eat well. A regularly balanced diet is essential
4. Be mindful of others. Be more considerate of what they could be experiencing
5. Drink water and stay hydrated!

TREAT EVERYONE LIKE ROCKSTARS

It goes without saying that the outbreak of COVID-19 has changed the way we do business. We have must adapt or collapse. All my years of being a salesman have taught me that one must continue to learn from all who are masters.

By WANGU MPHINYANE

It also helps that I remain curious about what makes an enterprise succeed where others have not. So, of course when the Shebeen not far from where I live, which opened right before Botswana's first lockdown, not only survived but also thrived in its first year of operation, I could not help but investigate.

This is not a debate on the ethics of learnings from an "illegal operation" considering said lockdown. That discussion can wait for another day on a different platform. We get our lessons where we can, as proven by award-winning books such as "How to Market and Sell Like a Prostitute," "Mob Rules", etc. which have now become school reference books.

In any case, the Shebeen next door has managed to survive the pandemic, not by the use of some new trick or technology, but through the use of the most basic of all marketing tools: make your clients feel like rockstars.

The first thing this Shebeen does well is a basic Setswana tradition of making guests feel welcome. With only two waiters, every customer is well-received with love and warmth and

offered 'Metsi' (water). In this case, a cold beverage of your choice. Batswana have always received 'Baeng' (visitors) in this manner. Visitors get the best cuts of meat at any table and the last of the sugar for their tea. It helps that the Shebeen has managed to maintain high standards by consistently keeping the coldest beverages known to man. I should point out that, traditionally, visitors were given water only from canvas water bags or from 'Nkgwanas' (haloed wild melons). This kept drinking water cold and fresh. I am sure there is no 'Nkgwana' at the back of that Shebeen but whatever method they use, I am not complaining.

My next observation is that this Shebeen has mastered the art of the second sale. They say nearly 85 percent of all sales are produced by word of mouth; they are the result of someone telling a friend to buy a product because customers are satisfied and therefore want to share their experience. Well, I am a satisfied customer and here I am telling you about my experience.

If you should happen to go early enough and find the host cooking for her family, she does not hesitate to offer you 'Letswainyana' (something to eat) and for free. One cannot help but feel like an honoured guest at this

Shebeen which feels more and more like a home. That small piece of meat so freely offered is like money in the bank of goodwill and positive word of mouth advertising.

A business that calls you by your name recognises that the simple act makes you feel seen, important and part of the family. The Shebeen excels at maintaining this gesture. The giant spotlight, as it were, is firmly on the customer; always. I have seen one or two customers who had imbibed too much being gently led to their cars to comfortably sleep it off before being sent on their way the following day with a hearty breakfast. This Shebeen has garnered the trust of their patrons who want to spend time in a place knowing they will be taken care. 'Baeng ba ja pele' (visitors eat first), as the saying goes; this simply means you are valued as a guest and, at this place, that is a tangible experience.

The owner of the Shebeen is a single mother of one. She has mastered the art of customer service by amplifying the very basics of traditional Setswana customs of receiving guests and incorporating this into her marketing. She has provided a small respite to her patrons, which has seen them returning over and over again with more and more of their friends.



Conversing with Realists

It is another conventional bustling day in the up-and-coming Central Business District, and I am in one of the parking lot spaces sitting uncomfortably on a stool, devouring my P17 lunch meal.

By MARY-ANNE SEBOLAO

The long-hastened queues have subsided, and my preferred lady cooks are unwinding from the rush hour madness and clearing their serving dishes.

As usual, I am minding my own business, obviously time conscious (I am naturally a slow eater), yet very attentive to the different conversations that are taking place. (Side note: Did you know that according to Juliet Boghossian, a behavioral food expert, slow eaters are usually people who like to be in control and know how to appreciate life?). This is my favourite part of the day as I get to take a break from all the office jargon to completely absorb myself in the different life perspectives of the 'average' person. The topic of the day centres around



"A Woman's True Identity", instantly catching the attention of three nearby security guards and a car wash employee. The conversation is delightfully luminous, with everyone chipping in, sharing inspirational and embarrassing accounts of what they deem makes an ideal Motswana woman's character. It starts off with physical features before throwing in

a few characteristics. The exchange obviously sparks a heated debate, causing laughter and raised eyebrows. Even though 3 people believed that women still experienced social, political and financial inequality to-date, shockingly 2 others sternly held that women will always be inferior to men and should rather stay at home like our predecessors. They expressed

that men are more capable in the workplace and at school compared to women and should never be outshined. Following the afternoon's playful banter, the question that lingers in my mind is, "why are we as women ok with settling for less and attributing it to 'botho'." ("Botho - a highly regarded Setswana value that depicts harmony and respect amongst people or having

a deep sense of another person's humanity"). In this case, excessively humbling yourself and placing other people's needs before your own. We as women tend to bend our backs all in the name of being naive and submissive, forgetting that we too deserve a break, warrant love and are actually the powerhouses we think we are.

I immediately have flashbacks of 2019, when I had the privilege of attending the "I Am Tomorrow" event which was aimed at empowering, collaborating, celebrating and inspiring women in different walks of life. Of the various speakers, my favourite happened to be Ms. Lulu Rasebotsa (CEO of Liberty Life) who criticised us as women for always downplaying our capabilities and opting to conform instead of standing out.

This made me reflect on how each time I was complimented for something, I would never own it, and instead deflect it and let my insecurities define who I was. This made me realise that I was always shy in raising my hand confidently at any chance and then beat myself up when someone else would say the exact thing I was thinking. From this moment, I knew that it was high time I get over my timid character and become intentional and vocal about what I wanted in life.

I appreciate such real life, stimulating conversations, as that at my lunch spot, which ignite my passion to excel in every aspect of my life as a woman - breaking all glass ceilings, expectations and beliefs. With that being said, who are the realists in your circle and how often do you engage?



The earliest 'tree' lived around 350 million years ago; sharks have been around for 400 million years.

Improving Work-Life Balance

Work-life balance is defined as the lack of opposition between work and other life roles. It is the state of balance in which the demands of professional life and personal life are equal.

By KEFENTSE MOLOPO

Often, in today's fast paced business world, the ability to achieve a work-life balance is becoming more challenging. Employers expect more from us and we also put additional pressure on ourselves to achieve greater results.

After a very challenging period, both personally and professionally at the end of 2019, I made a conscious choice to find ways of creating a more balanced work life. I learnt that creating a harmonious work-life balance is critical, not only

for my physical, emotional and mental well-being, but also important for my career.

Like most of us, I did a bit of research and below are a few tips that I have adopted, and they have proven to be helpful. I hope that you find them useful too:

- Prioritise your health – physical, emotional and mental health are important. This can be improved by simple daily meditation or exercise;



- Set boundaries and defined working hours – setting boundaries is important to avoid burnout. When you leave the office, avoid thinking about work projects or responding to company emails. It is important to establish when you will work and when you will stop working;

- Spend a good amount of time with your loved ones – families are there to offer love and support. They help us find healthier ways to cope with challenges; and

- Unplug – it is okay to cut ties with the outside world from time to time. This means giving oneself space for your own thoughts and ideas to emerge. Unplugging can mean something as simple as reading your favourite book and taking a drive to your favourite hangout spot.

Thank you for taking the time to read this. I hope that it has inspired you to also create a safe and conducive work-life balance and environment.

Great Places for a Nice Bite!

The relationship between what we eat and how we feel can be both a complex matter and a beautiful love story.



Certain foods have been proven to release dopamine to simply make us happier or even more relaxed. Think about it ... the smell of freshly baked bread, the aroma of freshly brewed coffee in the morning, or for some, the taste of a sweet and fruity tart. Elizabeth Somer, MA, RD, has published several books on the subject, including Food & Mood

and Eat Your Way to Happiness. In her work, Somer explores how what we are putting into our bodies has a profound, holistic impact on our emotions. So how can we (within reason) eat our way to happiness? Gelato at Sanitas, the burger menu at 267, Café Dijo's infamous carrot cake, and the ribs and chips combination at Kero Café.



A Trifle Recipe That'll Knock Your Family's Socks Off!

Ingredients

- 2 x 85g packets of raspberry jelly
- 600 ml thickened cream
- 395 gram tin of sweetened condensed milk.
- 400 grams jam swiss roll
- 830 gram tin of fruit salad drained
- 400 gram tin of sliced peaches drained
- 500 ml vanilla custard you can either make your own or buy a bottle already pre-made
- 50 grams flaked almonds toasted

Instructions

1. Make your jelly as per the packet instructions and pour it into a large bowl and place into the fridge to set.
2. Drain the fruit salad and peaches and set aside until needed.
3. Cut the jam swiss roll into 1cm pieces.
4. Place the cream and condensed milk into the bowl of an electric mixer and beat until soft peaks form. Set aside until needed.

5. Arrange half of the jam swiss roll slices over the base of a 3L serving bowl and top with 1/2 of the custard, half the fruit salad and peach slices, half of the jelly and half of the cream. Repeat in the same order until your serving bowl is filled and a layer of cream is on top. Place your trifle into the fridge for a minimum of 4 hours, or overnight if possible.
6. Sprinkle the toasted flaked almonds over the top of your trifle just before serving.

Notes

- This recipe can be made a day or two in advance.
- To store, cover with cling wrap and keep in the fridge.
- You can add/remove the tinned fruit to suit your taste.
- The almonds can be omitted for a nut free option.

Recipe via: [www. https://createbakemake.com](https://createbakemake.com)



Hotwiring Relationships Since 2005

They say that without a sense of “Why” or “Purpose” any good business is doomed to fail. Well, at Hotwire, we refuse to become one of those statistics or cautionary tales.

We have a reputation for contagious creativity and intelligent collaboration; we believe in square pins in round holes, white stripes on black zebras, and Velcro in a sea of laces. We apply great ideas, experience and common sense to hotwire relationships between our clients and their key Publics.

Our passion, focus and expertise lays in the art of relationship building. Our purpose is to find, nurture, and grow mutually beneficial and meaningful relationships. We do this for a set of very special clients who have given us the privilege and honour of what matters most to any organisation: its relationships.

We are an elite team of consultants who support our clients on a myriad of levels. Thus, we are specialist consultants for market movers and shakers, from brand strategy to design and everything in between. We are doers. What unites us is our common passion for building compelling multiplatform narratives for brands that we love. We are confident others will love them too. We invest our time and passion in growing relationships that stick.

We believe everything stems from and is inherently shaped by human interaction with other humans or with products and services. At the core, we believe human behaviour can be altered in relation to the quality of the input invested in the relationship. Put simply, if you love something, you buy it! If you don't, you just won't. We build upon this through the power of authentic, meaningful and creative communication. We want to challenge, inspire and empower people and brands. Thus, Hotwire for us is as much a noun as it is a verb, as we “hotwire” relationships.

Our fervent passion for building relationships is something you will see in our people, in the values we live every day, and in our work. Our purpose is at the heart of all that we are and all that we do, and we live it every day.

The Case for Being Human in an Otherwise Inhumane World



The case for people, brands and businesses becoming more human gets stronger every day. In cracks of darkness, light gets in.

By TAAZIMA KALA-ESSACK



In an otherwise inhumane world, it's the unscripted, unplanned acts of being more human that stand to make businesses feel like pure gold in a manner that no business plan or communications strategy ever could.

Every day, we are reminded of atrocities in the world that easily fall short of what it means to be a decent, kind human being. From crime to sheer brutality, the world can be a truly scary place. The proverbial silver lining, however, often resides in those glimmers of hope that sometimes, when you really keep an eye out for it, reveal pure magic does exist among people.

Why does this matter? Because as businesses and brands become increasingly focused on artificial intelligence (AI), digitisation and leveraging big data, you can't help but smile at the realisation that, more often than not, old-fashioned heart from a brand often makes the biggest dent.

For as long as I lived in the UK, I wondered why the Embankment tube station was allowed to be different from the rest. The famous “Mind the Gap” felt and sounded wholly different, heralding back to the days of many voice-overs and unsystematised

ways of running things. Then digital happened; everything became centralised and, admittedly, was the better for it. Except, that is, Embankment. Years later, I finally learnt the reason. Not only is it heartwarmingly magical, but it is authentically human and compassionate in a way that 'systemised' could never be.

Upon hearing the new, digitised voiceover at Embankment station one day several years ago, Dr Margaret McCollum felt nothing but dismay. Eventually, she engaged the Transport for London (TfL) officers in the station to ask why there had been a transition to a new, different, automated voice. Soon enough, the officers learned that the original voice was none other than her late husband, Oswald Laurence, a man who never quite made it in the acting world but who did have the opportunity to become the voice artist for the TfL Northern Line Mind the Gap announcements.

Daily after her husband's passing, McCollum would spend a few minutes at

the start of her day in Embankment station, purely to hear his voice again. “Since he died, I would sit and wait for the next train until I heard his voice. On 1 November [2012] he wasn't there. I was just stunned when Oswald wasn't there anymore,” said McCollum according to various news reports.

Realising it had the ability and, indeed, opportunity to change one woman's life in a monumental way, simply by choosing to place compassion above digital transformation and restore his voice, TfL made the case for being more human, more endearing than any brand strategy, stunt or move ever could. In the crack of darkness, light got in.

As we continue to embrace the fourth industrial revolution, big data and the opportunity that data transformation brings, there's also something to be said for harmonising technological advancement with genuine and authentic humanness. It may go against the choreographed and strategised efficiency

planning of individuals and businesses but, in many ways, the world is full of Dr. Margaret McCollums whose entire lives may be altered when one individual or team chooses to throw out rigid structure, or carefully drafted playbooks, in favour of the simple practice of kindness and compassion.

In an otherwise inhumane world, it's the unscripted, unplanned acts of being more human that stand to make businesses feel like pure gold in a manner that no business plan or communications strategy ever could. Why? Because sometimes the best stakeholder or business efforts are the ones that leave an impact without the cry for attention and glory.

The case for being human is now stronger than ever, as the general populace refuses to be duped or fooled into curated realities. They're not authentic, not human and just not us, because we are more Dr Margaret McCollum than we may often realise.



Cristiano Ronaldo funded the education of a 7-year-old survivor of the 2004 Indonesia tsunami. The boy was found after 21 days, alone, wearing the Portuguese football team jersey. He grew up to play football and was signed by Sporting Portugal's U-19 football team 10 years later.

I AM FOR SPORTS DEVELOPMENT

Not too long ago, as I was minding my business on Twitter, I came across an interesting denominator between developed countries and the 3rd world countries.



By MBAAKANYI MACHEKE

I told myself that I will not rest or even stop talking about this issue until someone in a high place sees this. So, I am sharing it here.

Let me break it down for you: Lewis Hamilton and Ross Branch are sportsmen in their own right; two of the most talented and yet humble (in my view) human beings to ever grace our social sites.

Lewis Hamilton is supported to reach greater heights with endorsements and sponsorships from Monster Energy (£1.5 million), Mercedes-Benz (£30 million), Union Bank of Switzerland (£7 million), PETRONAS (£50 million) and many, many more. Look at the sponsorship portfolio that Lewis holds! It is enough to make any sportsperson dominate their area of sporting code – the confidence, the exposure, the access....

On the other hand, we have Ross Branch, a guy who has done everything in his power to fulfil his dream of becoming Africa's greatest

through hard work, passion and determination. How many brands flocked to out their name behind his? To show, publicly and backed by cold hard cash, their support? Even since his return from Dakar Rally, where are the sponsors and big brands? How are we investing in growing his talent?

The reality is: hard work, passion and determination will always play a key role in sports, but without adequate resources, we will never compete as much as the developed lads do. I am for sports development. It is time that we act for the better - invest in sports, distribute resources adequately, professionalise every code.

Then, we have a fighting chance and we can compete with the rest of world!



Lewis Hamilton is supported to reach greater heights with endorsements”

Sponsorship is Always Worth the Gamble

Oscar Pistorius was famous before the 14th of February 2013 for all the reasons a parent would be proud of.

By KABELO BINNS

He was an Olympic athlete with tenacity comparable only with folklore. Greek Gods achieved less than this guy!

He was handsome, rich and dated only the hottest women who featured on the covers of FHM and other gentlemen's publications... To say I was not a little bit envious of this 26 year old man at the time would have been an understatement.

This man was a dream athlete for sports sponsors like Nike. After the 14th of February 2013, however, they had a dilemma. The big question at the time was whether they ought to drop him when he needed their support during the police investigations and legal battles for the crime he was being accused of, or do they carry on supporting him and stand the risk of being associated with a murderer if the RSA state charges stuck? It was a tough call to have made, no doubt. Surely, Nike had to reconsider their entire sponsorship strategy.

Nike found themselves in yet another uncomfortable and worrying PR nightmare. Their sponsorship of athletes goes back to the beginning. In 1964 Blue Ribbon Sports opened its doors to trade in Oregon; today we know them as Nike and their “swoosh” stands for an attitude that says “Just do it!”



Nike was not then, nor today, looking only for no.1s in the relevant sporting codes, but athletes with that “X-factor”. They wanted that special gift that tied spectators to TV screens and radio sets for hours at a time. They wanted to associate with proverbial Gods in sport, not simply just athletes. Nike would dig up these sports Gods and grow entire product lines around them. Think Michael Jordan in 1984 with

those Air Jordans or that LiveStrong cycling gear. Us mere mortals would believe we could fly like Jordan if we wore his kicks.

What is the point here? Well, imagine how much value Nike received for being the brand that Oscar chose to wear when 1 billion viewers watched him run at the 2012 Olympics? He received the second loudest applause after Usain Bolt. Now that he is no



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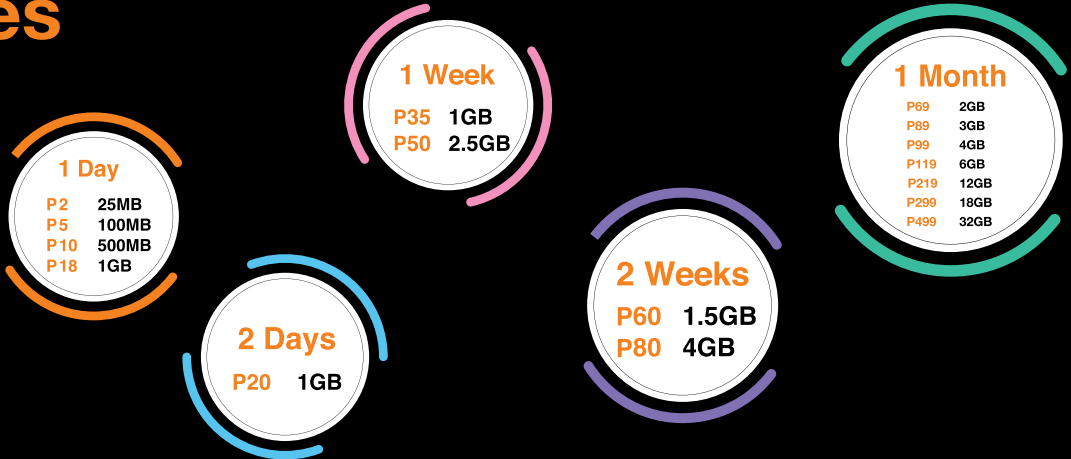
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In 2013, a cat named Masha found an abandoned baby in a box in the snow. She climbed in to keep the baby warm, while meowing to get the attention of people passing by, saving the baby's life.

HAMILTON RACING FOR MORE THAN JUST GRAND PRIX TRIUMPH



With victory at the Turkish Grand Prix in November 2020, Lewis Hamilton secured his **seventh world title**, writing his name alongside Michael Schumacher in Formula One's record books as the most successful driver of all time.

By MBAAKANYI MACHEKE

On his triumph, Hamilton noted: "This year has been so unpredictable. With the pandemic and obviously the season being pushed back by several months, I had the most downtime I've ever had in my life. It gave me the chance to really think about my ultimate purpose. Seven World Championships means the world to me, I can't even describe how much, but there's still another race we've yet to win. This year I've been driven not just by my desire to win on the track, but a desire to help push our sport, and our world to become more diverse and inclusive. I promise you I am not going to stop fighting for change. We have a long way to go but I will continue to push for equality within our sport, and within the greater world we live in. Equalling Michael Schumacher's record puts a spotlight on me that I know won't be here forever. So, while you're here, paying attention, I want to ask everyone to do their part in helping to create a more equal world. Let's be more accepting and kinder to each other. Let's make it so that opportunity is not something that is dependent on background or skin colour. Nothing is impossible."

“

Let's be more accepting and kinder to each other. Let's make it so that opportunity is not something that is dependent on background or skin colour. **Nothing is impossible.**”



Why do court marriages only take place on a Thursday in Botswana?

The Thursday tradition is a throwback from when the District Commissioner, who performed the ceremonies, used to live in Mafikeng. He came into Gaborone to do his administrative work once a week on a Thursday. (And always followed this up with a game of tennis on Friday at the Gabs Club!)

Football is More than Just a Game



By KEFENTSE MOLOPO

I find that life lessons are always hidden in every great story, no matter what it is.

In fact, with football, this is very much the case. Playing and watching (in my case) is fun, but the sport teaches more than just athletic skills. If one looks closely enough, you will see that football is rich with great lessons, lessons we could all use to navigate life.

Like most fans, I watched the incredible 2019 Champions League match between Liverpool and Barcelona; a very emotional, high suspense game and arguably one of the most entertaining football matches I have seen. Liverpool was three goals to nil down in the first leg, and nobody gave them a chance except their die-hard fans and the players themselves.

And of course, the final result was entirely different, and Liverpool more than redeemed themselves.

From this encounter, I learnt that:

1. Hard work pays off – one must work hard to achieve their goals and fulfill their dreams. Not to sound corny, but hard work does pay off. Liverpool came from behind to clinch the victory!

2. Self-belief – in the face of seemingly insurmountable odds, your self-belief can be the difference between victory and defeat.

3. Attitude is what matters - it takes a positive attitude to achieve positive results. It is important to take steps towards achieving your greatest potential by monitoring your attitude.

Watching Liverpool overcome the odds to win the game was a reminder that sport is more than just game. If you look carefully, it may also inspire how you approach life.



Running Tips for the Beginner or the Casual Jogger

1. Wear the right footwear – ensure you have good quality running shoes on for your run regardless of what distance you will be running. This goes a long way in protecting your bones, muscles, joints and tendons during your training.

2. Stretch and pace yourself - to avoid muscle pulls and strains, stretch regularly, and more importantly, before and after the run. Warming up helps to prepare your muscles for physical exercise which helps in preventing injuries. This is key even for training runs prior to the big day. During your runs, make sure to pace yourself – we all have our own races and limits and this needs to be respected.

3. Stay hydrated - running results in the loss of fluids due to perspiration. Dehydration can result in fatigue, headaches and even nausea. Make sure you drink plenty of water, 100% fruit juice and caffeine free beverages to stay hydrated every time you train, and certainly on the day of any big run.

4. Load up on protein - low fat proteins such as lean meat, fish and egg whites are important in helping to restore the protein your body uses up as fuel when running. Eat accordingly pre and post run.

5. Treat yourself to a massage - running can cause muscle tension, to curb this, try a sport massage after training and indeed after any race. This helps to flush away toxins and repair muscle fibres.

Look after your body and your mind, and ensure that you pace yourself. Pushing yourself too hard can often be as dangerous as if you did not work out at all.



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Zwift

How a Game Unexpectedly Saved My Sanity, and Wardrobe

By SIMON HUGHES

Not long after arriving back home in the UK, during a visit to spend some time with my sister, I found that her roommate had Colin McRae Rally for their PC. One day, I tinkered with it a few times and found it quite entertaining – I have never been a big fan of FPS – first person shooters. The next day, having wandered downstairs in my PJs after my sis had gone to work, I started playing and the next thing I remember was the front door closing as Helen came home from work. That was it. No more. And it was. I never felt like I was denying myself, I just didn't do it. I don't engage. Until now.

So, here we are during a period of 'extreme social distancing' – don't say lockdown! Even though I am quite used to working from home, and I was getting into a nice routine,

So, I know gamers. Even some of my best friends are gamers. And so are their children. I have never been that 'into' gaming, mostly for a very practical reasons. Allow me to illustrate through an example that you may call a cliff-edge moment.

I - as ripped in so many memes - was looking for the meaning of life or at least my Tuesday at the back of the refrigerator. Result - the blob. I could feel my gut starting to wobble when I brushed my teeth. That was the moment I knew I had to do something, anything, to become more active again – something I hadn't really struggled with normally. But, under these extreme circumstances of not even going out of the yard, what? Was I going to wear a groove in the yard with a running circuit round the house, or develop a new form of adventure jogging, running at night dressed all in black trying to avoid the BDE, SSG and BPSI? The former seems boring and I knew

it wouldn't work, and the second seems interesting, but also plain risky. Then, I stumbled across Zwift.

This platform has been around for several years now, and had been relatively popular; but, like Zoom as a modest online meeting platform, has exploded during the global lockdown as an alternative to normal ways of doing things. Essentially, instead of clutching a controller, or hammering away at a Nintendo handset, Zwift is controlled by a bike; or, if want to run, a cadence pod attached to your shoe. So, you set up a static bike 'trainer' with some kind of Bluetooth power monitor, which connects to the platform, and away you go. You –

or rather your naturally slimmer and better looking avatar - are riding (or running) on one of the UCI's Richmond (USA), Innsbruck (Austria), Harrogate or London (UK) circuits, in New York City's Central Park, or in the sprawling and diverse fictional land of Watopia. The faster you pedal, the faster your avatar rides. The harder the terrain, the more difficult it is to keep moving. There are challenges and goals, and the harder you work, the cooler kit you unlock. Sound familiar? Yes. It's a game. And I am well and truly addicted.

I have to admit, I was (largely) quite lucky. My old cyclocross bike was sitting gathering dust, and my wife had bought me a second hand bike trainer years ago. And, several years ago, I picked-up a cadence monitor in a bargain bucket at my local bike shop for P150, and remarkably it all just worked. Well, I did say largely. My cyclocross bike still has cross tyres on it – like miniature mountain bike tyres, knobbly, but narrow - so the rough back wheel on the trainer is unusually loud. It sounds like a food processor on max setting.

No early or late riding for me, but our neighbours are fortunately putting up with it. For now.

So, twice a day, I quietly slip into the scullery attached to the back of our house, put on headphones with the latest Lane 8 mixtape (needed to drown out the whining back wheel), and smash out 25 to 40 kms. Sometimes, I participate in group rides or races organised by clubs and teams from all over the world. And at other times, I just ride. All in all, over the past two weeks, I have ridden nearly 700 km, and climbed nearly 6,603 metres. The only thing stopping me from riding hundreds of kilometres now is my ageing butt needs a more comfortable saddle. And, according to my Zwift profile I have burned 69 slices of pizza – something that has changed elastic waistband sweatpants from a necessity to a choice!

The next thing I am looking forward to doing is riding with my sister who lives thousands of kilometres away. I just hope that she doesn't bring up Colin McRae Rally!



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