

Power of love and friendship

Through friendship – by accumulating bonds of camaraderie and developing strong ties of trust – we can contribute to the fundamental shifts that are urgently needed to achieve lasting stability, weave a safety net that will protect us all, and generate passion for a better world where all are united for the greater good.

Ubuntu as an important aspect of ethno philosophy embodies the qualities of:

Humaneness

Gentleness

Hospitality

Empathy or taking trouble for others

Deep kindness

Friendship

Generosity

Vulnerability.

Toughness

Compassion



Sawubona – a word that reminds us to trust one another.

We see you, we hear from you. We are here from you. Everybody's voice is valuable in the community. There is no I without a we.

Sawubona, reminds us to trust one another and reminds us to see the other person as they are and pay attention to them. We authentically understand them and see their needs, desires, fears, sorrows and virtues. It is enriching to make another person feel seen and giving them a space to be heard. These are more than greetings. Sawubona consciously reflects and sees the person next to you. By truly seeing them you are empowering them, a light that brings them into existence. You are giving them the greatest gift you can You are enlighten the other person by communicating how important the other person is to you. There's an immense beauty in these gestures. There's something healing and even cathartic about the appreciation and recognition of presence and visibility that can serve as inspiration in our daily lives. . It becomes difficult to appreciate the struggles of people when you don't see them. Sawubona is about humanism – you understand peoples stories. Caring has become a competitive advantage. Care and wonder about the differences we make for people. What do my customers want? What can I provide for them. How can I be of service?

“Nobody cares how much you know until they know how much you care.”