



NEWS FLASH

FOR IMMEDIATE RELEASE

THE EMERGING AGE OF WISDOM IS HERE

ACCORDING TO INDIGENOUS WISDOM OF AFRICAN PROVERBS, FOLKTALES FROM SOUTH AFRICA, NIGERIA AND KENYA – TO THE US AND EUROPE AS PRESENTED BY TOP AFRICAN DEVELOPMENT PIONEER AND AUTHOR CHIKU MALUNGA, PHD

AFRICAN PROVERB:

“IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER.”

(LOS ANGELES: April 11, 2014) – *Imagine, bringing African indigenous wisdom to society and today’s business culture.* The indigenous wisdom of African proverbs and folktales has come a long way since its origins, to enhancing modern life. Now, as innovated by a sought-after African pioneer and thought leader, a foremost internationally recognized expert and a top author on this topic, Chiku Malunga, PhD, introduces these indigenous proverbial principles to the business class, as well as for achieving personal growth and development.

“African indigenous wisdom poses an insightful message for the improvement of both personal and organizational performance,” states Dr. Malunga. “Not only for Africa but for the whole world, including the US and Europe.”

Bringing African indigenous wisdom into organizational development, Dr. Malunga cites in convincing detail these valuable cultural principles in his books:

- **UNDERSTANDING ORGANIZATIONAL SUSTAINABILITY THROUGH AFRICAN PROVERBS**
African cultural heritage, passed on from generation to generation has been the source of guidance for African communities in times of peace, uncertainty, birth, life and death. In this book the power of traditional wisdom contained in African proverbs is directed at organizational development and change. Rooted in proven practice, the result is a fresh new perspective on organizational management with important lessons for leaders, consultants, volunteers and expatriates.
- **POWER AND INFLUENCE: SELF-DEVELOPMENT LESSONS FROM AFRICAN PROVERBS AND FOLKTALES**
Demonstrates how the indigenous wisdom contained in African proverbs and folktales can be used to enhance modern life. This book is among the first to consciously acknowledge, demonstrate and contribute to the rationale of applying indigenous wisdom – *African proverbs and folktales expressing an accumulated wisdom* – for the improvement of inter human relations. Illustrating dimensions of practice in ways that are soulful, respectful, practical and socially embedded. An appeal toward the much-needed, cross-cultural dialogue among individuals, organizations and societies in this increasingly diversified world.

(MORE)

Proverbs are an integral part of African culture, in wide use today and very much part of everyday speech.

AFRICAN PROVERB:

"IT IS NOT WHAT YOU CALL ME. IT IS WHAT I ANSWER TO."

In his book, *Understanding Organizational Sustainability through African Proverbs*, Dr. Malunga places an emphasis on the African expression, *UBUNTU* (the essence of being human). By discovering the power of African proverbs, readers are rewarded with new and creative ways to communicate organizational improvement efforts in a language that touches people's hearts and motivates them to personal and organizational transformation.

*African proverbs are used to illustrate ideas, reinforce arguments
and deliver messages of inspiration, consolation, celebration and advice.*

In Dr. Malunga's complementary book, *Power and Influence: Self-Development Lessons from African Proverbs and Folktales*, he further demonstrates how timeless wisdom contained in African proverbs and folktales enriches self-development and positive influence. The inspiring results he provides enable a deeper understanding of self-development and self-leadership, forming a solid foundation for leadership effectiveness at all levels.

REVIEWS

If you value wisdom, read this book—it shows how to rely on the wisdom of the centuries, not on the whims of the moment.

(Rick James, author of Demystifying Organization Development)

If development and democracy in Africa are to be 'home grown,' the deep insights about endogenous human relations contained in the continent's proverbs and folklore will be a critical measure of this achievement.

(Alan Fowler, international development advisor and author, South Africa)

This tome of African wisdom provides insight into a long hidden world which will be valuable for those seeking to understand and learn from an authentic source of African oral history... Sometimes amusing, often inspiring—this book is a great read...

(Rob Watson, consultant in human rights and conflict management, The Netherlands)

...A must-read for all who are interested in their own and others development.

(Cornelius Murombedzi, development consultant, Oxford, United Kingdom)

Dr. Malunga makes his case for self-development with great honesty and wisdom, drawing upon a mixture of African indigenous proverbs, self-development literature, and—most importantly—his own life experience...

Dr. Malunga has done a marvelous job in combining these strands, whilst maintaining his own unique voice.

(Herman Brouwer, Wageningen University, Centre for Development Innovation)

Other books written by Dr. Malunga –

- **MAKING STRATEGIC PLANS WORK: INSIGHTS FROM AFRICAN INDIGENOUS WISDOM**
- **UNDERSTANDING ORGANIZATIONAL LEADERSHIP THROUGH UBUNTU**

(MORE)

- **CULTIVATING PERSONAL AND ORGANIZATIONAL EFFECTIVENESS: SPIRITUAL INSIGHTS FROM AFRICAN PROVERBS**
- **OBLIVION OR UTOPIA: THE PROSPECTS FOR AFRICA**
- **NGO STRATEGIC MANAGEMENT AND LEADERSHIP: PROCESSES AND RESPONSIBILITIES**

“This insightful and creative way of combining the profound with the practical has caused me to rethink what I thought I knew. I hope and believe that my books will have a similar effect on all their readers.”

Dr. Malunga’s current schedule includes travel to South Africa, Ghana, Uganda and Kenya on consultancy and as part of his book tour.

Care to engage in a dialogue with Dr. Malunga about the emerging age of wisdom for Personal and Organizational Development? Particularly as derived from indigenous proverbial principles?

Contact us for further details and to arrange an interview.

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ABOUT THE AUTHOR

Chiku Malunga, PhD, holds a doctorate degree in development studies from the University of South Africa. Noteworthy and globally in demand, he is the foremost sought-after expert for the application of indigenous wisdom-based principles into organizational structures. The internationally recognized thought leader has many years expertise working with African, European and American organizations; having authored various indigenous wisdom-based performance improvement models including, *UNDERSTANDING ORGANIZATIONAL SUSTAINABILITY THROUGH AFRICAN PROVERBS* and *POWER AND INFLUENCE: SELF-DEVELOPMENT LESSONS FROM AFRICAN PROVERBS AND FOLKTALES*, among others. Dr. Malunga is the founding director of CADECO (*Capacity Development Consultants*), a Malawi-based organization instrumental in bringing African indigenous wisdom to organizational development.

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