

#NGUZOSABACHALLENGE#

UMOJA



## Table Of Contents

Welcome	2
<b>A Look At Our Current Reality - Reaching Umoja</b>	<b>4</b>
Umoja's Exclusive Podcast	6
The Key To Unity Is Defining What It Is	7
Tribe Talk - Character	9
Umoja In Motion	12
Ujima Exclusive Podcast	15
Pushing Our Resources Toward Umoja	15
Ujamaa Exclusive Podcast	16
Nia- The Illusion of Disunity	17
Kuumba - The Illusion Of Disunity 2	20
Proverb Of the Day	22
Folktale Of the Day	22



## Welcome

We are now moving into the week of Kujichagulia and it has been hard, but a pleasure to put these eMags together for those on our email list and especially for our supporters who make it possible for us to continue doing the work that we do. We are moving into the third Kuji week of this year, and we are fastly approaching Malcom X birthday, and Juneteenth. Last year we had a hell of time with our Juneteenth seafood boil, but we may not be able to do a repeat. That Boil was very expensive and we love serving the community, but we can only do what we can do. The supporter list did not grow any larger from the event so we have to step back on the festivities. When GNJMedia started putting on the events it was in partnership with the community and the village but it does not appear that our family wants to keep things going at least in that way. So we will be doing things digitally this year or until the fam shows us that they are willing to support our efforts.

Also I wanted to make sure that the FAM knows that we will be launching our 7 week #NguzoSabaChallenge SelfMastery Course. During this course we will be introducing you to the Gye-Nyame warrior training program. You will not only learn about yourself through our principles and Ancestral wisdom you will also learn about tribes, and how to be a part of one or how to form your own. We are pulling out all the stops and this course will change lives. I hope to see you online and in person at the camp retreats.

I think I should mention that we will also be teaching about podcasting, streaming, blogs, and vlogs. We will also hit on ebooks and ecourses. For those that just want that specific knowledge we can set up a personal curriculum for you. We want to make sure that everyone that comes into our training leaves out with the skills to not only build physically but also build digitally. Join the course and Awaken your greatness by joining the congregation of the mighty, become one the the stubborn minority and building your muscle because for 7 weeks you gonna have too hustle....







## A Look At Our Current Reality - Reaching Umoja

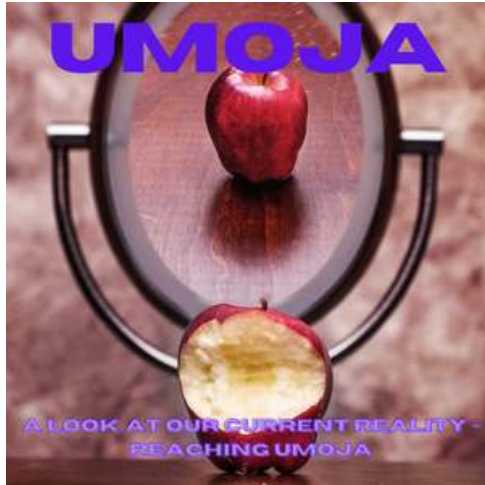
Great Umoja:

It is a great day start of the cycle of Umoja. This week we will be peering through each principle using Umoja as our lens. This also the best time and place for those that are intersted in the #NguzoSabChallenge to begin. We are at the beginning of a seven week cycle that I look forward to guiding you through.

Umoja is a force that can be plugged into, and it is always present. The fact is that we are taught not see it, and we don't. It is to the benefit of the entire society that we don't see it, because once our people plug into it we will be unstoppable. So here is your time to begin to unlearn the lessons that keep you from seeing Umoja, take the inner plunge and replug yourself in.

We are starting off this cycle and we want to take a deep look into Umoja and the process of reaching it. As a people we often talk about the lack of unity, but I believe that we are missing something in our analysis. I wonder if we are really taking a hard look at the institutions that relie on the fact of us not having Umoja flowing in our community. To me it appears that all of the societal institution depend on our brokenness to thrive.

This is why I always say that if you get your mind right and focus on self, everything else will fall in place. It always starts with you! Like all of the other principles Umoja is a internal thing first. If you have not developed Umoja within you then you will never be able to bring it or even see it outside of your self.



The journey to Umoja is a journey of understanding self and then being able to understand others. We must be able to look at the things that have been placed within us by those who came before us and or those who gave birth to us and accepted them for what they are, but then be willing to reject them as well. This is what creates balance and harmony within, which then creates Umoja.

We must be able to understand that there are things that are negative in our lives, and some of these negative things have been given to us by our parents or grandparents, and although we accept them for what they did, we need to understand that something they did not know. In many cases many of our Ancestors may have not have understood the depts at which our brainwashing has gone. We are just now able to actually see the whole beast that we are battling for freedom. We have access to information that our Ancestors use to have to travel for years to get at our finger tips. Now we have to begin the process of destroying the illusion.

Here are seven tools that help us see through the illusion, and move toward Umoja:

1. Know that all is working out for the good
2. Focus on the inner self and not the external

3. Be a good example
4. Conscious co-creation
5. Open to change
6. Faith gives us perspective
7. Laugh

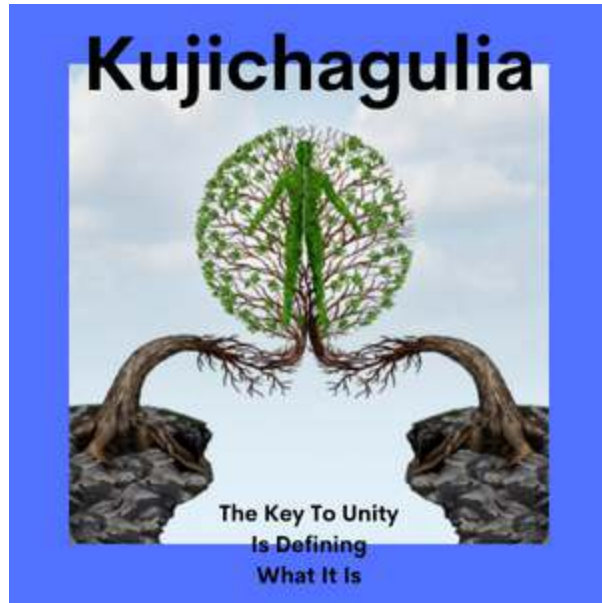


## The Key To Unity Is Defining What It Is

Have you ever seen a group of people, talking about how important having a single unified vision is, and then turn right around and go and do something that doesn't align with said vision? The key to unity is taking the time to define what it is. It is one thing to talk about unity but it is another thing to be clear on what it looks like. Has your tribe, collective, or community taken the time to define what Unity is?

For those of us who are trying to create change in our communities and in this world, there can be so many different feelings, reactions and actions that can derail our efforts. If we have not taken the time to define what our mission is, we will find ourselves constantly being pulled in different directions based on whatever issue has come up in the moment. We as a people have been taught that opposites are bad, but we forget that without them there would be no balance. The key is for us to learn when it is time for us to take a stand on an issue based on what we have defined as our mission and when it's okay to let someone else take the lead. In order for us to come together as a people, we must first learn how to work together. In order to build a revolution, you need to be able to work with others—but that doesn't mean you have to agree about everything. There are plenty of things that other people are passionate about that don't line up with your mission. Some people might be inspired by the same cause as you, but their goals and plans for getting there may not be yours.





If we're going to create real change, we have to learn how to identify how our skills and passion can best serve the greater good. This means we have to make peace with the fact that our attention and energy will be pulled in different directions every day, depending on what's happening in the world around us.

Are there certain things that inspire you more than others? What does your gut tell you when something comes up that isn't directly related to your mission? Do you feel like it deserves your immediate attention?

Or do you know right away that it's something better left alone?

We can't always control what comes up in our lives, but we CAN take control of how we react when it does. You can't do everything, but you can choose what matters most.

## Tribe Talk - Character

Character is the sum total of who you are and what you do. It is like a multi-layered cake: your values, beliefs and actions make up the individual layers and when they come together, they create something truly special – YOU! Our character bridges the gap between who we are and what we do.

Character isn't something we put on in front of others, it is what defines us when everyone leaves the room. It's that extra mile we go when no one is looking; it's saying "thank you" to our barista; it's being honest with ourselves. A person's character is a part of their personality, the only difference being that the word 'character' can be applied to an entire group of people. There is no one element that defines your character, but rather it is your actions and words put together over time that does. Character is more than just a few core values. It's what drives you to make decisions and how those decisions are made. Character is how you choose to live your life, and what makes you different from everyone else. Everyone has their own unique style in which they live day-to-day -- different hobbies, interests or beliefs -- even though the same basic principles apply to all of us. You have a choice to make. You can either choose to be who you are and then learn what you need to learn, or you can choose to be someone else that doesn't exist. The truth is that your character is the only thing that bridges the gap between what you know, who you are and what you need to know in order to get where you want in life. You may be thinking: "Wait, what? I could be a different person at work than I am at home?!" Yup! This is called being inauthentic. You don't have to do this. You can be the same person all the time, and keep showing up for your customers with heart and soul. Being inauthentic means you're not present. It's like hiding behind a mask. We think that if we were more like someone else, people would like us better or we'd get ahead quicker. But that's not how it works! Your character is a muscle you need to exercise every day. The more you show up authentically for others, the stronger this muscle becomes over time. Success is not a straight line

If you try something and it doesn't work out, that's great! You now have the experience to know what doesn't work so that you can improve upon it. Learn from your mistakes. Don't let failure discourage you or make you want to quit. Failure is part of the process. Learn from your mistakes, make adjustments, keep trying, and eventually you will succeed! You're the only one responsible for your success. Not your boss, not your coworkers, not your competitors. You. If you were lucky enough to grow up with parents who nurtured you and gave you an excellent education, then congratulations—you've got a head start over most of the world. But if you want to succeed in life, it will be because of you and the choices you make—not because of where you went to school or what family connections might have gotten you an internship at a top company. Remember that most successful people in this world came from nothing, with nothing but their own drive and gumption as they worked their way up. It is all too easy to blame others when things don't go our way. It's somebody else's fault I didn't get promoted! It's somebody else's fault I didn't close that sale! It's somebody else's fault my business isn't taking off! And so on and so forth... But we all know deep down that it isn't anybody else's fault....it is ours--and ours alone--for making the wrong choices. We are responsible for our actions and choices: no one can make them for us or force us into doing something we don't want to do (unless we're held at gunpoint). We must take responsibility for our own actions and use them to build our character before we need it -- otherwise we may find ourselves lacking when times get tough later on in life I have found in my travels that it is the person of character who always makes the most difference.



The person with great character can be counted on. He or she can inspire others to greatness, because their character is so strong that they are able to stand up to difficult situations and not falter. They have integrity; they do what is right because it's right. They know that many times being successful requires them doing the hard thing, but they choose to do it anyway because it's the right thing for their team/community/family. They exercise self-discipline when no one else is looking, and are trustworthy and consistent when you need them most. These individuals are courageous—they are willing to risk their position or even their life for a higher cause or greater good - even when it means standing alone against all odds. These individuals have strength and conviction of purpose, which allows them to be effective leaders in whatever arena they find themselves in - whether they are a housewife, an architect, an athlete or a soldier. These individuals make us better people just by being around them.



## Umoja In Motion

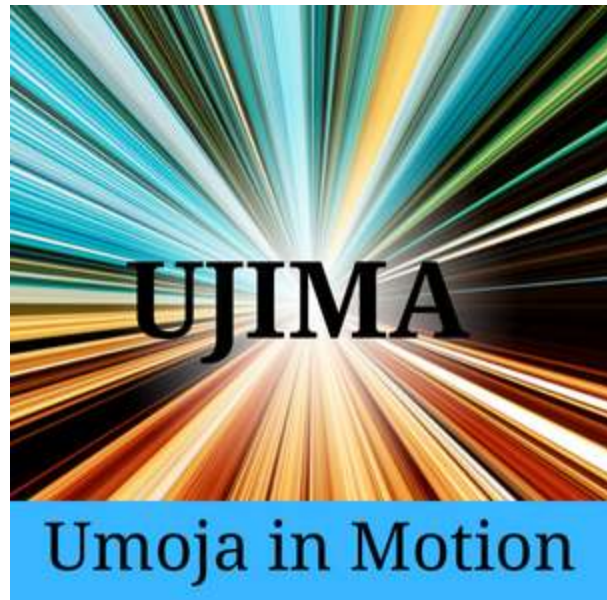
Great Ujima;

We are moving fastly through the Nguzo Saba, and as I stated putting these pieces together for the week of Umoja was going to be hard. I have to focus on the germ of Umoja that lies within each principle and for some reason that has always been hard for me. Unity is a principle that I have been shooting for since my entrance into this Kwanzaa community but for some reason it is the one that appears to be hiding the most from us.

Until, one day I stepped back (from the community, and activities) for a little while and looked into our community, village, and tribes as an observer. All of a sudden the reason hit me on why it was hard for me to articulate as well as see Umoja in our community. The reason being we were knee deep in it, and didn't realize it. We were experiencing "Not being able to see the forest for the trees in real life". Umoja was a force that flowed in our community and most could not see it because they were smack dab in the middle of it. The Umoja force was working, but we were like fish in water. Although we were immersed in it we did not know. This is what is hard for me to describe, but what I can use the other principles to do is to use them as a tool hopefully to help you see the Umoja.



Today the goal is to talk about Ujima, and its relation to Umoja. Ujima is nothing but our Umoja in motion. What I mean is that everything that the definition of Umoja calls for is used in motion and in action through the principle of Ujima. We all have to work hard to help each other and build a better community as well as put into play all of the principles that have been established by Kwanzaa. It's not about sitting around and talking about them, it's about getting out there and doing something! It's about using what we have learned from years of study and experience to help others in our community, especially those who are less fortunate than we are. We all need each other to survive; without one another we would not exist at all because none would be able to provide food or shelter or protection from thieves or criminals who might want what they do not deserve (which is everything). The idea behind this principle goes back thousands of years when people lived in small groups called tribes where each person was responsible for making sure everyone got enough food, water, shelter etc. This concept still holds true today even though most people don't think too much about it anymore because they're so used to having everything provided for them by society at large instead of relying on themselves and their neighbors like we used to in the past.



If you take a few moments and step back you can see that Umoja has always been with us, we just don't recognize it. Now I also want to stress the fact that since umoja is a force it can be harnessed and others outside of our community have figured out how to use the winds of our unity to fill the sails of their merchant vessels. Another reason that we don't see our Umoja is because the power of it is being diverted. It is like a powerful river that has been dammed up and all those who used to depend on the river have given up and moved to other things to survive.

The trickle of the river is still there, it just will require some of us to decide to blow up the dam. We have to understand that we are the power, we have the might and the minds to accomplish this. What stands in the way is not our brothers, what stands in the way is those who prey on our divisions. I ask all my brothers and sisters to come together because in unity there is strength and it is only when we truly come together, it will be possible for us to realize our Umoja, it will take a true understanding on our parts not just of what Umoja was but also of what it can become. To help out here are a few things that we can do start recognizing Umoja in our Community, because the Umoja force is here, we need to open our eye:

1. Remember and discuss the meaning of Umoja
2. Start conversations about the movement and why it is important
3. Write about the impact of Umoja in your life and how you demonstrate it through Ujima
4. Participate in a service project in your community with your tribe
5. Make sure your voice is heard either directly or through a representative in the community, city and beyond
6. Support those who commit to uplifting the community

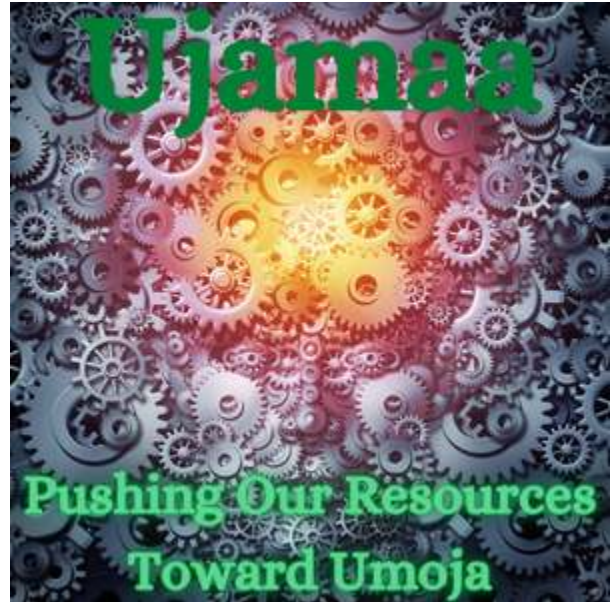
## **Ujima Exclusive Podcast**



## Pushing Our Resources Toward Umoja

Great Ujamaa: With Umoja as our focus we are moving through this week at lightspeed. I love dealing with my principles on a daily basis. It gives me an opportunity to deal with my Culture in a real way. Everyday I am able to invest in my personal development and the growth of my tribe. By simply pushing my resources toward Umoja. Every morning I am investing my mental energy toward finding a way to share my culture. By doing this I am modeling for others a proper way to combine Umoja & Ujamaa. Those who have been with us for a while understand that when we begin to talk about resources we are entering the realm of Ujamaa. In order for us to really begin to move toward freedom we have to learn to begin to invest our resources into our Unity. We have already discussed earlier in this week that we have Umoja flowing through our community, now we have to come up with creative ways to get the economic life blood flowing into it. In order to make change we have to be able to sustain the situation that will bring the change about and that is what Ujamaa does. Let's look at the principle of Ujamaa. Ujamaa – Cooperative Economics; To build and maintain our own stores, shops, and other businesses and profit from them together.

1. What are some ways that you can begin building an economic base in your community? 2. How can we circulate money in a better way so that it can benefit everyone in the community? 3. Are there any specific forms of currency that help circulate money better? 4. How do we create opportunities for employment in our communities? 5. What are some ways you can use your resources by “investing” them into your community? I want us to look at these questions and begin to look for



solutions in our tribes all over this country. Yesterday we looked at the fact that our power was being used by others for their benefit. What we are looking for today are ways that we can begin to use the power of that unity for ourselves, but it will require us to direct all of our resources toward solving the problem. We will have to activate all 5 parts of our being and get to work. This is not a problem that we will be able to just think or pray our way out of. We are going to have to roll up our sleeves and hit the streets with our entire Self clicking on all cylinders.

## Ujamaa Exclusive Podcast



## Nia- The Illusion of Disunity

Great Nia:

Woke up this morning trying to get to my writing, but was blessed to have a long conversation with my Mother. We spoke about the path that our lives have taken since we have been in Columbus, Oh. I have been blessed in this place since I hit the door, mainly because of the groundwork and network my mother was able to build around herself, and I have been doing the same. Legacy is key, but one of the questions that I walked away with was how do we get the generation after us to recognize what is going on. Although I was blessed I did not recognize what I had walked into, I left the world that my mother was helping to build to pursue my own goals not realizing that I may have been able to parlay what my mother had built and got further faster by going down the path that she blazed.

Today we are looking at Nia keeping in mind that we are in the week of Umoja. I decided to take a swing at the illusion that we have loosely touched on this week, and this is the idea of disunity. So today let's look at those that spread the illusion of disunity on purpose. These are the people who live in our communities and strive to keep conflict going. These on purpose trouble makers also come from the outside, and their goal consciously and in most cases unconsciously is to keep as much drama going as possible. This forces everyone to not focus on the Umoja that is present but to focus on the separation, difference etc. that are between us.

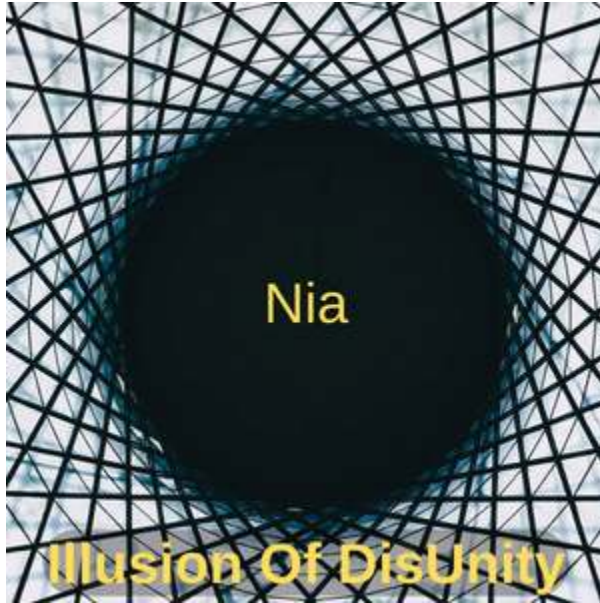


These individuals become like cancer, they don't want it to be healed, because their ego feeds off of conflict and pain. They don't care if they are right or wrong, they live off of feeding from other people's emotions and reactions to them.

I'm sure most of you have dealt with these kinds of people before and can relate to where I'm coming from here. But what about when we deal with these people in our organizations? What about when we deal with them as leaders? Now there is usually more at stake, because if we don't deal with them they spread the idea of disunity, and keep us stuck as a tribe, as a village, and community. These on purpose troublemakers keep us from realizing the unity that is flowing around us, and work to keep us focused on the small fires that are going on.

The most dangerous part is that in most cases these individuals do not know that they are serving the enemies of our community. They are helping to keep us as hostages in this world. Through their stomping around and and promotions they help us direct anger toward ourselves thereby creating energy that others use to build their communities. Hopefully I do not need to go into detail of how the confusion that these agents of illusion keep going, considering the fact that other communities and tribes live off of our failure like it is a gold mine.

These agents are people who have been programmed their whole lives to be agents of illusion. They take the form of relatives we love dearly, of close friends, and sometimes as a stranger that has a chip on their shoulder. It is a sad fact of life and until these individuals deal with who they are, and who they are serving they may need to step out, or be put out of our organizations. Because in their present state they can do nothing but spread the illusion and destroy all that we are trying to build.



This is one of the reasons that I hear GNJMedia talk about initiation, and constant training. You can't just drop this when you have been raised up under it, taught about it, and in some cases fed by it. We in our communities need to be under constant Self Re-Creation ( Kuumba)! We need to build up a world where children are exposed to us and raised to serve the needs of our community. We need a generation who are raised to see Umoja, and most importantly raised to protect and serve it. Right

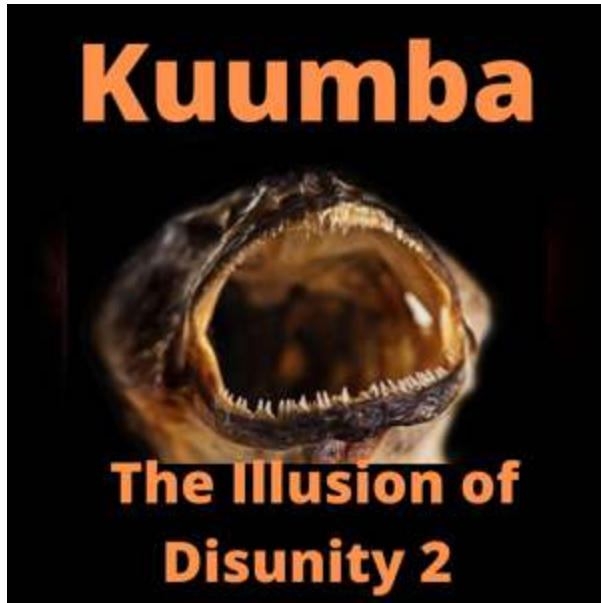
now most of us have been taught to serve the illusion, and we believe because we can quote African history, put on a cuffie, shout BLM, attend a protest, and scream about the injustice that we face is enough. Naw!!! That is just the beginning of a constant process of Re-Creating ourselves on a daily basis. Learning and practicing the principles of SelfMastery.

## **Nia & Kuumba Exclusive Podcast**

## Kuumba - The Illusion Of Disunity 2

Second day without a podcast I am going to have to make this one twofer. We are going to continue with the discussion about the illusion of disunity. Today of course coming from the principle of Kuumba. Kuumba for those of you that are new to the culture means creativity. I am throwing out the idea that disunity is not a problem in our community. I believe that it is a manufactured illusion that is being powered by us.

Wisdom — as it goes — is knowing what to do next. And creativity is the ability to seek out solutions to our problems. Consequently, wisdom and creativity go together like peanut butter and jelly. But what happens when we use our creative powers to create ignorance? What happens when we use our wisdom to create foolishness? We get ideas running through our communities and lives causing pain and suffering. The illusion of disunity is a major focus for today, although I could hit on many others. The reason why it's important is because it affects how we may treat other people in our communities. It can also affect how we define our enemies. If we are not in unity with each other, then we don't have the power to accomplish anything as one people. And if you're not powerful as a people, then you will never be able to defend yourself against those who want to oppress or destroy you. The illusion of disunity is created through the propaganda that is fed to us through the media and through education. We are told that we are separate from each other based on race and religion, when in reality, these are things that have been forced upon us by the ruling elite who seek to rule over us. Let's start with a fact. We all are brothers and sisters, we all have come from the same source, we all have purpose in life, we all have a destiny. However, because of our natural differences and conditioning we find ourselves at odds with each other. It seems that our differences are so important that we forget that we are more alike than different. Our differences should be celebrated and not fought over. If you can't see this then you truly do not understand who you are or what you're doing here on earth.



Now let's look at what is going on today in our communities. There is a lot of division, but if you truly look at things practically it's just not there! You see most of us don't pay attention to the real issues that need to be addressed so the powers that be use our natural differences to divide us and rule us! These powers know that if they can keep us divided and hating each other then we will never unite against them! They will be able to rule over us without any resistance from the

people! They know that if they can pit one against another then they will be able to keep their power without any interference from the people! However We are waking up, and people are starting to form tribes, and some of those tribes are thinking, and seeking new ways to perceive the world. They are grabbing onto crystalized wisdom left by our ancestors. They are studying history, and learning the lessons needed to terraform reality. Hopefully you have found your tribe. If not, you should link up with us. You should check out our [freegnjecourse.com](http://freegnjecourse.com)

## Cerebro playlist (Storm9000)



I woke up to a pleasant surprise. Brother Storm9000 dropped a sneak peak album on sound cloud. He is working on his Cerebro Playlist. I am looking forward to the release in late June. He has dropped four short tracks that let you know that he still got the magic touch. Unfortunately I don't have the name of the artist on these tracks except brother Malik on track 4. These four

tracks are the harbinger of the heat that Storm9000 will be dropping this summer, so take some time listen and support one of Columbus's best. In fact I will say that Storm9000 is one of the best in the world. Taking a minute and listen to the sample and I am sure that you will be excited for the summer release like I am.

## Proverb Of the Day

Umoja - You can't hide the smoke when the house is burning.

Kujichagulia - You cannot send a goat to rescue a lamb from a lion's attack.

Ujima - When one man's curse falls on a person another one breaks it.

Ujamaa - As long as I make you to be inferior, I render myself inferior.

Nia - We shall not give the hyena twice.

Kuumba - Without fingers, the hand would be a spoon.

## Folktale Of the Day

Umoja -The Geese & The Cranes

Kujichagulia - The Blind Man & The Whelp

Ujima - The Dogs & The Fox

Ujamaa - The Cobbler Turned Doctor

Nia - The Wolf & The Horse

Kuumba - The Brother & The Sister

Imani - The Wasp, The Partridges, & The Farmer



# UMOJA

**Great Week of Umoja:**

Here at GNJMedia I want to thank all of you for taking the time to open up our magazine. I put a lot of personal time into making sure that we get you something of quality, and get you information that you can use, and be entertained by. So open it up and review the beautiful 3rd week of Umoja. We have entered another 7 week cycle. The question on the table is what are you going to do with it? I personally will be focusing on completing the next few weeks of articles, and building out our #NguzoSabaChallenge SelfMastery Course, and of course you are invited to join in.

This week the theme of illusion around the idea of disunity kept popping up. Hopefully you got the message and will use the information to heal the community. Once again I thank you and I will see you on the next #NguzoSabaChallenge.