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THE

BRIEF

News Worth Knowing

vida e caffè



Vida e Caffè plans more Namibia stores after Windhoek launch

FRIDAY 26 JUNE 2026

MAIN STORY



Vida e Caffè plans more Namibia stores after Windhoek launch

... starts scouting for new locations

South African coffee chain Vida e Caffè is looking to expand its footprint in Namibia following the successful launch of its first outlet at Maerua Mall in Windhoek.

The company says it is actively exploring additional locations as it seeks to capitalise on what it describes as a growing and still unsaturated coffee market.

According to Vida e Caffè Chief Executive

Crucial Dates

- **Bank of Namibia Monetary Policy announcement dates:**
 - * 12 August 2026
 - * 29 October 2026
 - * 10 December 2026
- **Namibia Oil and Gas Conference 18–21 August 2026 in Windhoek**

Vida e Caffè has employed Namibian staff at its first outlet and intends to continue hiring locally as it opens additional stores.

Officer Darren Levy, Namibia has long demonstrated a strong appreciation for specialty coffee, evidenced by the success of established local brands such as Slowtown Coffee and the recent entry of South African chains, including Seattle Coffee Company and Bootlegger Coffee.

The company believes the country's growing urban middle class, increasing demand for specialty coffee and strong tourism sector create favourable conditions for further investment.

"Namibia has for many years demonstrated a strong appreciation for specialty coffee, proven by the fact that several strong local brands (like Slowtown) and South African brands (like Seattle and Bootlegger) are successfully operating in Namibia, but we know the market is not saturated yet. A growing urban middle class, increasing demand for specialty coffee and strong tourist support are also attractive," Levy told The Brief.

He added that Namibia offers opportunities similar to those found in South Africa, including established shopping malls and high-traffic retail locations that support café culture and consumer spending.

Beyond expanding its store network,

Levy said the company is committed to creating employment opportunities and transferring skills to local workers.

Vida e Caffè has employed Namibian staff at its first outlet and intends to continue hiring locally as it opens additional stores.

To support skills development, the company dispatches trainers from its headquarters training centre in South Africa to Namibia ahead of store openings. The trainers provide instruction in coffee preparation, food service and customer service. The company said the programme is designed to facilitate skills transfer while maintaining the same customer experience offered across its operations in South Africa and seven other African countries.

"We have employed Namibian store staff at our first shop and intend to do the same for future shops. We are grateful for the opportunity to play this role in Namibia. We send our international trainer from the Vida HQ training centre in South Africa to Namibia ahead of each store opening to train local staff in coffee and food preparation, ensuring the transfer of skills and that the Vida experience in Namibia is the same as in South Africa and the other seven countries where we operate on the continent," Levy said.

INVITATION TO BID

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Closing date: 8 July 2026 @ 12h00

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Govt seeks to cut public transport permit approval times to three days

The Ministry of Works and Transport plans to cut public transport permit processing times from up to one month to as little as three days under a proposed Public Passenger Transport Bill expected to be finalised this year.

Deputy Director at the Ministry of Works and Transport Damien Mabengano said the legislation, currently before the Cabinet Committee on Legislation, forms part of government's efforts to modernise the country's public transport regulatory framework, which dates back to 1977.

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days. Now it's taking a month. We have realised that and we have a solution for that," Mabengano told the SanlamAllianz Brief Session.

The bill proposes a wide range of reforms, including the decentralisation of permit issuance to regional offices, formal employment standards for drivers, tax compliance requirements, fare regulation, vehicle safety measures and mandatory training for operators.

According to Mabengano, the reforms follow a nationwide review of the public passenger transport sector to identify regulatory shortcomings and develop practical solutions.

"We have done analysis in the public passenger transport sector to identify what are the gaps in public passenger transport that we need to fill. Once we identified those areas, we sat down and said let's find solutions on how we are going to address these challenges," he said.

He said the draft legislation and accompanying regulations were developed following consultations across the country and are currently being reviewed by the Cabinet Committee on Legislation.

The bill also seeks to regulate employment conditions for drivers, address inconsistent fare structures, strengthen enforcement against overloading and speeding, improve customer service through compulsory training, and increase tax compliance among operators.

Government further intends to decentralise permit administration to regional offices to improve efficiency and reduce delays.

Mabengano said the ministry aims to complete the legislative process this year and begin implementing the new law in 2027.



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Don't Announce Your Moves, Confirm Your Arrival: A Fish with a Closed Mouth Never Gets Caught

By Junias Erasmus

In life, many people are eager to talk about their plans long before they achieve them. They announce new business ideas, discuss future projects, reveal career ambitions, and share personal goals with everyone around them.

While there is nothing wrong with having dreams and aspirations, there is wisdom in the saying, "Don't announce your moves, confirm your arrival." Combined with the proverb, "A fish with a closed mouth never gets caught," these sayings teach an important lesson about patience, humility, discretion, and the value of letting results speak louder than words.

We live in an age where people often feel pressured to constantly share what they are doing. Social media has made it easy for individuals to broadcast every intention, every plan, and every ambition. Unfortunately, not every plan needs an audience. Sometimes, speaking too much about what you intend to do can distract you from actually doing it. Success is not measured by the number of people who know your plans; it is measured by the results you produce.

History has shown that many successful individuals worked quietly before the world noticed them. They spent countless hours learning, planning, practicing, and improving themselves away from public attention.

By the time people heard about their achievements, the hard work had already



**Sometimes,
speaking too
much about what
you intend to do
can distract you
from actually doing it.**

been completed. Their success was not built on announcements but on action.

The saying, "A fish with a closed mouth never gets caught," carries a similar lesson. In nature, a fish is often caught because it opens its mouth and takes the bait. In life, people sometimes create unnecessary problems by talking too much.

They reveal sensitive information, share unfinished plans, or expose themselves to criticism before their ideas have had a chance to develop. Not everyone who listens to your plans genuinely wants to see you succeed. Some may discourage you, while others may compete with you or undermine your efforts.

This does not mean people should become secretive or distrustful. Rather, it means they should be wise about what they share, when they share it, and with whom they share it. There is a difference between seeking guidance from trusted mentors and announcing every move to the public. Wisdom often lies in understanding that not every thought requires an audience.

For many young people, especially

graduates entering the world of work, this lesson is particularly important. In Namibia, thousands of graduates leave universities each year with hopes of securing employment or starting businesses. Some spend more time talking about their future success than preparing themselves for it.

The job market is competitive, and opportunities often favour those who are consistently developing their skills, building networks, and creating value. Employers are usually interested in what a person has accomplished rather than what they intend to accomplish.

The same principle applies to entrepreneurship. Many businesses fail before they even begin because entrepreneurs become more focused on discussing their ideas than executing them. Successful entrepreneurs understand the importance of planning quietly, testing their concepts carefully, and allowing results to validate their efforts. A business becomes credible not because of promises but because of performance.

There is also a psychological reason why this advice is valuable. Research suggests that publicly announcing goals can sometimes create a false sense of achievement. When people receive praise for their intentions, they may feel less motivated to complete the actual work. The excitement of talking about success can sometimes replace the discipline required to achieve it. This is why action remains more important than intention.

Silence often creates room for focus. When you are not constantly explaining your plans to others, you can dedicate more energy to executing them. You avoid unnecessary

distractions, opinions, and expectations. Instead of defending your vision, you concentrate on building it.

At the same time, these sayings remind us to remain humble. Genuine success rarely needs excessive publicity. A person who is truly making progress does not need to constantly convince others of their potential. Their work, character, and achievements eventually become visible. Success announces itself.

This lesson is not about hiding your dreams. It is about protecting them until they are strong enough to stand on their own. It is about understanding that preparation often happens in private, while results are revealed in public. It is about recognising that wisdom sometimes requires silence, patience, and strategic thinking.

As you pursue your goals, remember that not every move needs to be announced. Focus on the work, remain disciplined, and trust the process. Let your achievements speak for themselves. After all, people are more inspired by results than by promises. Don't announce your moves, confirm your arrival. And remember, a fish with a closed mouth never gets caught.

****Junias Erasmus is an Interdisciplinary Scholar, Philosopher, and Legal Researcher, with recognised expertise in Artificial Intelligence grounded in a Multidisciplinary foundation in Management Science. He is also a Motivational Speaker. This article is authored in his personal capacity. For enquiries, he may be contacted at Junias99@gmail.com.***

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Namibia slips to 69th in global competitiveness rankings

Namibia has been ranked 69th out of 70 economies in the 2026 International Institute for Management Development (IMD) World Competitiveness Rankings, slipping one place from 68th in 2025.

According to the report, although the country continues to enjoy world-class price stability, its competitiveness remains constrained by deep-rooted structural challenges, fiscal pressures and infrastructure deficits.

The performance places Namibia at the bottom of both its regional and demographic peer groups, ranking last among 45 economies in the Europe, Middle East and Africa region and 38th out of 38 countries with populations below 20 million.

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"Namibia faces fiscal constraints, competing budget priorities, high cost of capital, and limited MSME financing," the report said.

Namibia's strongest performance was in consumer price inflation, where it ranked eighth globally after recording an inflation rate of 3.51% in 2025.

Beyond price stability, however, the report highlights significant weaknesses across key pillars of competitiveness. Namibia ranked last globally in domestic economy, international investment and basic infrastructure, while technological and scientific infrastructure also remained among the weakest-performing indicators.

The domestic economy continues to be constrained by modest real GDP growth of 1.7% and a current account deficit equivalent to 13.0% of GDP.

The report identifies a combination of fiscal constraints, competing budget priorities, a high cost of capital and limited access to finance for micro, small and medium enterprises (MSMEs) as major barriers to competitiveness.

It further notes that Namibia's continued reliance on primary industries and limited economic diversification leave the economy highly exposed to external shocks.

These challenges are compounded by public sector capacity constraints that continue to delay structural reforms and the rollout of digital systems, weakening public service delivery and procurement efficiency.

"Namibia's economic competitiveness is severely

constrained by tight fiscal limitations, competing budget priorities, a high cost of capital, restricted financing for MSMEs, and a persistent overreliance on primary sectors due to limited economic diversification," the report said.

The report also points to high youth unemployment and persistent inequality as key social challenges weighing on labour market performance and broader economic development.

Despite having a population of 3.05 million and GDP per capita of US\$12,252, the report argues that Namibia's competitiveness will remain limited unless it accelerates structural reforms.

It recommends diversifying the economy beyond primary industries, improving public procurement systems, expanding



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Disclaimer: FNB Namibia Limited shall not be responsible for any costs incurred in the preparation and submission of a response to this Expression of Interest and furthermore reserves the right to not give any reasons for acceptance or rejection of any offer, and no correspondence will be entered into in this regard.

Closing date: Tuesday, 30 June 2026 at 12pm

basic infrastructure and strengthening institutional capacity to improve long-term competitiveness.

"Furthermore, the country's progress is hindered by capacity constraints that

delay digital systems and structural reforms, public procurement inefficiencies, and the dual crises of rampant youth unemployment and persistent inequality," the report said.



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Internal Auditor (Permanent)	1	<ul style="list-style-type: none"> Grade 12 Valid driver's license Bachelor's Degree majoring in Audit, Finance, Engineering Cost, Engineering Management or related fields. 5 years' experience, of which at least 2 years are of practical audit experience in engineering, procurement and materials management within industrial and mining, infrastructure or mine industries. Certifications such as CIA, CPA, Certified Auditor, Certified Accountant or Engineering Cost Qualification Certificate will be an advantage. <ul style="list-style-type: none"> Conduct engineering, procurement, and materials audits covering mine projects, contracts, supplier processes, inventory records, payments, and compliance with company procedures. Review project and procurement documentation to verify accuracy, fairness of pricing, validity of suppliers, proper approvals, and consistency between records and actual site conditions. Identify operational, financial, compliance, and integrity risks in engineering works, procurement activities, warehouse management, and internal control processes. Recommend corrective actions and follow up on rectification of audit findings to ensure issues are resolved and management procedures are improved. Prepare audit reports and liaise with internal and external auditors by submitting required reports, risk ledgers, supporting documents, and coordinating audit inspections.
Hydrologist (Permanent)	1	<ul style="list-style-type: none"> Degree or diploma in Hydrogeology, Geology, or related field Minimum 5 years' experience in hydrogeology or environmental work, preferably within mining or exploration Familiarity with ESIA processes and Namibian hydrogeology regulations would be advantageous Comprehensive understanding of groundwater systems, monitoring techniques, and environmental compliance frameworks <ul style="list-style-type: none"> Preparation and submission of hydrogeological compliance reports for TH, ensuring alignment with Namibian regulatory requirements and internal standards Assist in the planning and execution of ESIA studies for Ondunda and Eureka, including baseline data collection, stakeholder engagement support, and documentation Compile, manage, and interpret hydrogeological data, including groundwater monitoring, borehole data, and water quality datasets Assist with site inspections, environmental audits, and monitoring programmes, including groundwater, surface water, and environmental performance indicators Support the coordination of specialist studies, consultants, and laboratories involved in ESIA and environmental work Maintain hydrogeological databases, ensuring accurate and auditable records Contribute to environmental management plans, mitigation strategies, and closure considerations Ensure compliance with company HSE policies and contribute to a strong safety and environmental culture Assist with engagement with regulators, local communities, and other stakeholders where required

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CRAN appoints new board, elevates reappointed Elwis Nashilongo to chairperson

The Communications Regulatory Authority of Namibia (CRAN) has appointed a new Board of Directors, with Elwis Nashilongo elevated from deputy chairperson to chairperson after being reappointed to the board.

Raundjua Hengari has been appointed vice chairperson, while Joze van Wyk has also been reappointed as a board member.

The new board is completed by Herman Walter Rutz, Elzine Mushambi, Nolan Swartz and Kavehuura Tjuma, who will

oversee Namibia's communications regulatory framework.

The appointments replace the board appointed in 2023 by then Minister of Information and Communication Technology, Dr Peya Mushelenga, which was chaired by Professor Tulimevava Mufeti.

The outgoing board also included Nashilongo, an executive at the Government Institutions Pension Fund, who served as deputy chairperson, as well as Florette

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Nakusera, Jeanine du Toit, Gerhard Coeln, Alletha Haufiku and Veiko Alexander.

CRAN is responsible for regulating Namibia's information and

communications technology sector, including telecommunications networks and services, broadcasting, postal services and the country's radio frequency spectrum.

TB
THE BRIEF

**MBO LUVINDAO ON INNOVATION,
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UPCOMING SOON

Road safety on the western bypass: Looking beyond speed humps

By Gert Maritz

Recent public discussion surrounding the installation of speed humps on sections of the Western Bypass has highlighted an issue that affects all road users: how do we improve pedestrian safety without compromising the primary function of a major transport corridor?

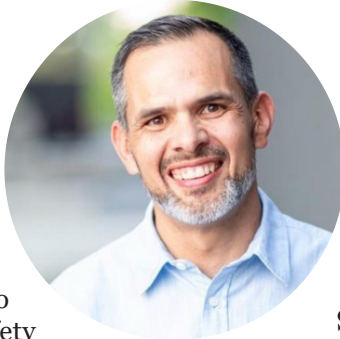
As engineers, road authorities, and members of the public, we share a common objective; reducing fatalities and serious injuries on our roads. Every life lost is a tragedy, and any effort to improve safety deserves careful consideration.

The debate, therefore, should not be about whether action is needed, but rather about which interventions will deliver the safest and most sustainable outcomes in the long term.

Having worked in transportation engineering for more than two decades and having completed postgraduate studies in this field, I believe this discussion presents an opportunity to better understand the relationship between road design, human behaviour, and road safety.

The Challenge We Are Trying to Solve

The Western Bypass plays a critical role within Windhoek's transport network. It was designed to accommodate significant traffic volumes, including freight



As engineers, road authorities, and members of the public, we share a common objective; reducing fatalities and serious injuries on our roads.

movement and longer-distance travel, while reducing congestion within the city itself.

Unfortunately, sections of the bypass have also experienced pedestrian accidents and fatalities. This creates a difficult challenge for road authorities. On one hand, there is a need to maintain efficient traffic flow. On the other, there is an obligation to protect vulnerable road users.

The installation of speed humps appears to have been implemented as a response to this challenge, with the objective of reducing vehicle speeds and improving pedestrian safety.

The intention is understandable and commendable. However, the question remains whether speed humps on a high-speed bypass represent the most effective long-term solution.

Understanding Road Function

One of the fundamental principles of transportation engineering is that every road has a specific function.

Residential streets, collector roads, arterials, and highways each serve different purposes and should be designed accordingly.

Speed humps have proven highly effective in environments where low speeds are desirable. Residential neighbourhoods, school zones, parking areas, and local streets are common examples. In these settings, speed humps reinforce the intended function of the road by encouraging cautious driving and creating a safer environment for pedestrians and cyclists.

A bypass, however, serves a different purpose.

Its primary role is to move traffic safely and efficiently over longer distances with minimal interruptions. Drivers naturally develop expectations based on the road environment around them. Wide lanes, long sight distances, and limited access points communicate that a road is intended for higher-speed travel.

When traffic calming measures are introduced into such an environment, the result can sometimes create unintended consequences.

The Importance of Predictability

One of the most important characteristics of a safe road network is predictability.

Road users should be able to anticipate what lies ahead and adjust their behaviour accordingly. When road design and driver expectations are aligned, safety generally improves.

When there is a mismatch between the design of the road and the operational environment, unexpected driver reactions can occur.

This does not necessarily mean that speed humps are inherently unsafe. Rather, it means that their effectiveness depends heavily on the context in which they are used.

On higher-speed roads, sudden braking can increase the risk of rear-end collisions. Traffic queues may form during peak periods, leading to driver frustration and risky overtaking manoeuvres.

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Emergency vehicles may experience delays, while freight operators and commuters face reduced travel efficiency.

In some cases, these secondary effects can introduce new safety concerns that need to be considered alongside the original problem.

Road safety engineering therefore requires a systems approach that evaluates the entire network rather than a single intervention in isolation.

Addressing the Root Cause

When examining pedestrian fatalities on high-speed roads, it is important to distinguish between the symptom and the underlying cause.

The symptom is often excessive vehicle speed at a crossing point.

The underlying cause, however, is usually the interaction between pedestrians and vehicles within the same space.

International road safety practice increasingly focuses on reducing these conflict points rather than simply managing them.

The reality is that even at reduced speeds, pedestrians remain vulnerable when crossing multiple lanes of traffic. While lower vehicle speeds can reduce injury severity, the safest outcome is achieved when pedestrians and vehicles do not occupy the same space at the same time.

This principle forms the basis of the Safe System approach, which has been adopted in many countries around the world.

The Safe System philosophy recognises that people make mistakes. Rather than expecting perfect behaviour from every driver and pedestrian, infrastructure should be designed to minimise the

likelihood and severity of those mistakes.

Alternative Solutions Worth Considering

If the objective is to reduce pedestrian fatalities while preserving the operational function of the bypass, a range of complementary measures may deserve consideration.

Pedestrian bridges and underpasses provide physical separation between people and traffic, eliminating the need to cross busy roads at grade. While these solutions require significant investment, they address the conflict directly.

Strategic pedestrian fencing can discourage unsafe crossing movements and guide pedestrians towards designated crossing facilities.

Improved lighting enhances visibility for both drivers and pedestrians, particularly during early morning and evening periods when many accidents occur.

Public transport infrastructure can also play an important role. Poorly located bus stops often encourage pedestrians to cross roads at unsafe locations. Thoughtful placement of stops and pedestrian routes can reduce this risk significantly.

Education and enforcement remain important components as well. Road users and pedestrians alike must understand the risks associated with crossing high-speed roads and the importance of using designated facilities.

Most importantly, future land-use planning should be closely integrated with transport planning. As cities expand, pedestrian movement patterns should be anticipated and accommodated before safety problems emerge.

A Shared Responsibility

Road safety is rarely solved by a single intervention.

The Roads Authority, local authorities, engineers, law enforcement agencies, transport operators, and the public all play a role in creating safer roads.

It is also important to acknowledge that road authorities often face difficult decisions. They must balance safety, mobility, available funding, public expectations, and practical implementation constraints. Solutions that appear straightforward from the outside are frequently far more complex when viewed from an operational perspective.

For this reason, discussions about road safety should be constructive and collaborative rather than critical.

The current debate surrounding the Western Bypass provides an opportunity to explore whether short-term interventions can evolve into more comprehensive long-term solutions that address the root causes of pedestrian risk.

Looking Ahead

The objective should not simply be to slow vehicles down.

The objective should be to create a transport system where people can move safely and efficiently, whether they are travelling by car, truck, bus, bicycle, or on foot.

The challenge before us is not choosing between mobility and safety. Good engineering seeks to achieve both.

As Namibia continues to invest in transport infrastructure and urban development, adopting a holistic approach to road safety will become increasingly important. By focusing on the underlying causes of accidents and applying evidence-based solutions, we can create roads that are safer, more efficient, and better suited to the needs of future generations.

The conversation around the Western Bypass is therefore not merely about speed humps. It is about how we design transport systems that protect lives while preserving the essential role that strategic road infrastructure plays in supporting economic growth and community development.

That is a discussion worth having.

** Gert Maritz Chief Executive Officer at Lithon*

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Khomas Governor calls for more public markets to ease SME trading space shortage

Khomas Governor Sam Nujoma has called on the City of Windhoek to establish more public markets, warning that high rental costs and a shortage of affordable trading spaces are preventing young entrepreneurs from growing their businesses.

Speaking at the Khomas State of the Region Address, Nujoma said the region's expanding small business sector requires greater support to translate entrepreneurial activity into sustainable economic growth.

"Our Region is in urgent need of accessible

markets. The high rental costs of privately owned shops, coupled with the shortage of adequate public trading spaces, are discouraging our youth from pursuing their business ideas. This is a barrier we cannot afford to ignore. I therefore call upon the City of Windhoek, in collaboration with all stakeholders, to explore practical ways of establishing more public markets," he said.

The appeal comes as the City of Windhoek has registered 27,031 businesses, generating N\$48.04 million in revenue. According to Nujoma, 93% of the businesses are

The Khomas Regional Council also financed 192 SME projects worth N\$2.5 million during the 2025/26 financial year through its Income Generating Activities Programme.

formally registered and are predominantly owned by youth and women.

He said the figures demonstrate the growing contribution of small and medium enterprises to the capital's economy and reflect the impact of government-backed youth development initiatives.

Nujoma said the Governor's Office coordinated the rollout of the National Youth Development Fund (NYDF) in Khomas through digital platforms and constituency-level information sessions.

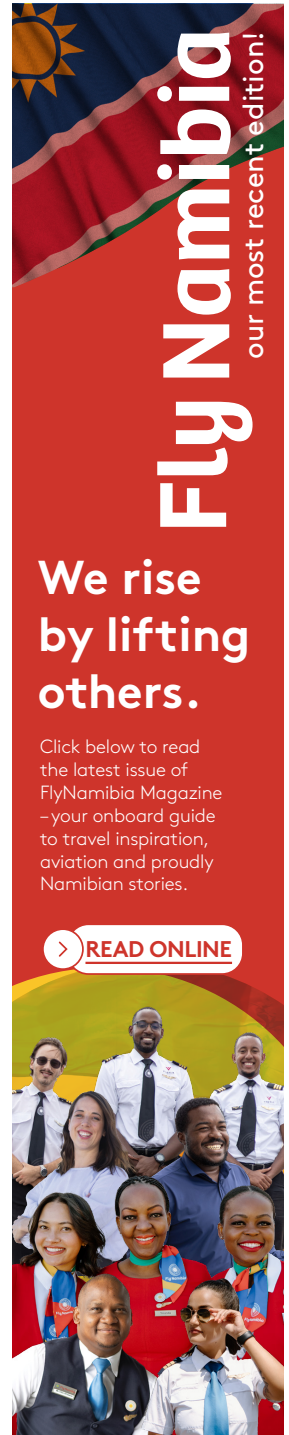
During the pilot phase, Vertical Studio received N\$400,000 for film production, Willem Technologies secured N\$400,000 for its logistics business, while Anangkazo Farming & Trading received N\$432,253 to expand its

poultry farming operations.

Agribank and the Environmental Investment Fund also approved a combined N\$4.8 million for six enterprises in the region, supporting projects in horticulture, mixed agriculture, sustainable crop farming, renewable energy and green transport.

The Khomas Regional Council also financed 192 SME projects worth N\$2.5 million during the 2025/26 financial year through its Income Generating Activities Programme.

In partnership with the Namibia Investment and Finance Academy, the Governor's Office also hosted the Standard Bank Blue Growth Series Vendor Programme to strengthen MSMEs' financial management and business skills.




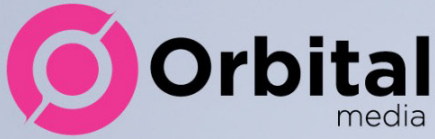
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The real skill of the AI era: Knowing what to ask

By Josephat Kustaa

When people speak about Artificial Intelligence, the conversation often focuses on the technology itself — which tool is best, what model is smartest, or whether AI will replace jobs.

But one of the most valuable skills in the AI era may be far simpler than many realise:

Knowing what to ask.

The quality of the answer often depends on the quality of the question.

That may sound obvious, but it has major implications for professionals, business owners, students and leaders. Two people can use the same AI tool and receive completely different results. Not because the technology changed, but because the instructions did.

One user types:

Write me a report.

Another types:

Write a one-page executive summary for senior management explaining an increase in customer complaints over the past three months. Use a professional tone, clear headings, likely causes and three recommended actions.

Same tool. Different outcome.

Clear Thinking Creates Better Outputs

Many people approach AI as if it should automatically know exactly what they need. When the result is generic, they conclude that the tool is overrated.

In reality, AI often responds to the level of clarity it is given.

Vague requests usually produce vague outputs. Clear requests usually produce stronger and more useful outputs.

This is not only true in technology. It is true in business, leadership and communication



Do not copy and send AI-generated emails, reports or messages without reading them carefully first.

generally. Clear briefs produce better work. Clear thinking produces better decisions. AI simply makes that reality more visible.

A Practical Example

Now imagine the same executive adds their own observations and context.

Better Prompt:

Write a one-page executive summary for senior management explaining an increase in customer complaints over the past three months. Use a professional tone, clear headings, likely causes and three recommended actions.

Additional context: Customer complaints have increased by 25%. Feedback indicates longer response times, inconsistent communication and unresolved queries. Staff report increased workloads and recent changes to internal systems. Include these observations in the analysis.

The difference is not the tool. The difference is the quality of the instructions and the context provided.

The first prompt asked for a report.

The second prompt asked for a sharper report with real business intelligence inside it.

That is where stronger outputs come from.

AI becomes more valuable when paired with human observations, judgment and context.

Using AI Well Is About More Than Writing Better Prompts

Many people assume that expert AI users simply know how to write better prompts.

In reality, effective AI use starts long before the prompt itself.

The most successful users ask themselves a series of questions before engaging with the tool:

What problem am I trying to solve?

Is AI the right tool for this task?

What outcome am I looking for?

What information or context does the AI need?

How will I verify the result?

The prompt is only one part of the process.

Using AI effectively also means understanding which tasks to delegate, which decisions to keep human and how to integrate AI into everyday workflows.

AI works best as a thinking partner, not a replacement for thinking.

Pro Tips for Using AI Well

1. Never Send Without Reviewing

Do not copy and send AI-generated emails, reports or messages without reading them carefully first. Edit wording, remove irrelevant points and ensure it reflects your intent.

2. Add Your Own Context

Your observations, experience and knowledge are often what make the output valuable. AI works best when you bring real-world insight to the conversation.

3. Use AI as a Thinking Partner

AI should help you think, challenge ideas, organise information and save time — not replace your own judgment.

4. Ask Follow-Up Questions

The first answer is often only a starting point. Refine it. Ask for stronger options, clearer wording or better structure.

5. Keep Responsibility Human

Decisions, accountability, relationships

and ethics still belong to people.

A Hidden Leadership Skill

There is another reason this trend matters. Knowing what to ask is closely linked to leadership. Strong leaders ask sharp questions. They define problems clearly. They challenge assumptions. They seek useful information before acting. AI rewards the same behaviours. In that sense, prompting is not just a technical skill. It is a thinking skill.

A Competitive Advantage in Lean Environments

In Namibia, many businesses operate in lean environments where better decisions, faster execution and improved productivity matter greatly.

That means sharper questions can create real advantage. A small team can move faster. A manager can solve problems sooner. A business owner can save time. A professional can improve quality. A student can learn more efficiently. The opportunity is practical, not theoretical.

What Good Questions Often Include

You do not need to be an expert to improve your results. Start by including:

What do you need created?

Who is it for?

What tone should it use?

What outcome matters most?

What context have you observed?

What constraints should be considered?

Even small improvements can create better answers.

Final Thought

The AI era is not only about smarter machines. It is also about sharper people. Those who learn to ask better questions, add better context and think more clearly may gain one of the most valuable advantages of all:

Better results!

****Josephat Kustaa writes in his personal capacity on business, governance, innovation and the practical use of artificial intelligence. The views expressed are his own.***



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Govt warns idle farmland threatens food security

The Ministry of Agriculture, Water, Fisheries and Land Reform has warned that the continued underutilisation of farmland allocated under government agricultural schemes is undermining Namibia's food security and economic resilience.

Speaking to beneficiaries of the Orange River Irrigation Project, Deputy Minister Ruthy Masake said too many government-supported farming plots remain idle despite significant public investment in irrigation infrastructure, water supply and agricultural support programmes.

She warned that Namibia cannot continue relying on imported food, particularly as global crises similar to the COVID-19 pandemic could disrupt international supply chains.

"Let everybody produce food, even if it is only on a small portion of land in their yard. Where are we going to go if we are hit by another COVID-19-type crisis and all the borders are closed? We cannot always rely on food from outside Namibia. We need to feed ourselves," Masake said.

She questioned why many beneficiaries have failed to utilise land allocated to them despite government providing access to irrigation infrastructure, water, subsidised inputs and technical support.

"The water is there, the pipelines are there, and all the necessary infrastructure is available. You should all be millionaires by now. Yet there is very little to show for it. There are a few individuals who are taking advantage of this opportunity, but many others are not," she said.



Masake urged beneficiaries to expand beyond primary production by investing in value addition, including drying and canning vegetables, producing soups and sauces, and developing other processed agricultural products to improve profitability.

She said government farming schemes are intended to equip beneficiaries with agricultural skills while enabling them to build financially sustainable farming businesses before graduating to independently owned commercial operations, creating opportunities for new participants.

The Deputy Minister also urged beneficiaries to prepare their land for the arrival of vineyard planting material expected later this year.

She called on farmers to take full advantage of the opportunities provided through government programmes and contribute to strengthening household incomes, increasing domestic food production and improving Namibia's long-term food security.

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