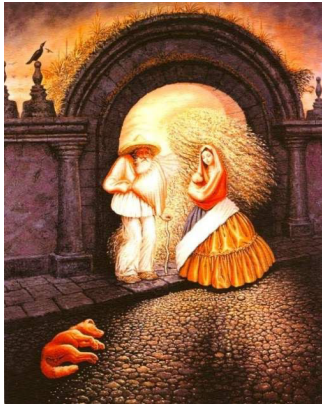


# While The Kettle Boils

## ISSUE #2

Main Story:

### WHAT DO YOU SEE?



"The world is full of magic things,  
patiently waiting for our senses  
to grow sharper."

- W.B. Yeats

How many people can you see in the image?

Perception is everything.

From invoices, fonts, contracts, and colours, we all play a role in making sure our clients are well perceived. But as you can see from the image on the left, perception is a very subjective thing. There are often two versions of the story and then the truth, which is the standard we are on the pursuit of.

Industrial psychologists and pastors can both agree that we see things as we are, not as they are.

There are many things that make us who we are. Experience, hormones, and evolution have made women better at colour perception while men have stronger reflexes. While genetic settings decide whether we will be better at sport or interior design, there are still many things we can choose to see and experience differently.

What if you were born with a solution and what you see can lead to problems you were built to fix.

Do you have any views that limit you from seeing the full picture?

Have you seen anything magical lately?



### Magic Maker Spotlight:

Mr JOSEPH



PRISCILLA



FELIZE



### AGENCY UPDATES

**There is a new sheriff in town.** A huge congratulations to Martin & Luke on their respective promotions as Client Service Lead and Digital Manager. Catch them in action next status.

### DROP IT LIKE IT'S HOT

**Sour grapes.** We had two awesome parties organised by Mwayi - a member of the winning team from the first round of 30 seconds. There was wine, there was fun, and contenders have since appealed for a rematch.

### HELLOS & GOODBYES

We said hello to Mofya, a new member of the digital department and bid farewell to Tosca, Chenel and Joanna were around to party with us.

### HOT TIP

**"Have you been vaccinated?  
If not, get a shot before the  
4th wave."**