

# ❤️ #DoingSomethingGreat

**Great things are done when men and mountains meet**

**THIS MONTH'S NEWS  
AND UPDATES:**

**Building successful  
brands by  
delivering great  
integrated  
customer  
experiences**

Great things are done when men and mountains meet

A few members of my team and I recently climbed Mount Kilimanjaro and I agree with William Blake that "Great things are done when men and mountains meet".

“

**Great things are done when men and mountains meet; This is not done by jostling in the street.**

*~ William Blake*



This concept of taking it easy... one step at a time and enjoying the journey rather than being obsessed with the destination or goal taught me patience and set the pace for the climb. It was great to be present and enjoy the forest, clean air and the scenery. Although the climb was very demanding physically due to the constant change in altitude and changing weather conditions, it was easier when focusing on the task at hand. As we were getting closer to the mountain, getting to the top seemed like quite a distance, but when you focus on your objective for the day, which is to get to the next base camp, it becomes more manageable.



Kilimanjaro is not only Africa's tallest peak, but also the world's tallest free-standing mountain. Therefore, it was a humbling experience to summit Uhuru Point @ 5,895 meters and an incredible and amazing adventure.

I really enjoyed the journey, and the tour guide [G2G Adventures](#), led by Albert Goodluck and his team that supported us, were exceptional. They kept on reminding us to take it easy. "Pole, Pole", as they say in Swahili, and that was the most important lesson.

They went out of their way to make us feel comfortable, and I highly recommend that you [book](#) with them if this is something that is on your bucket list.

This concept of taking it easy... one step at a time and enjoying the journey rather than being obsessed with the destination or goal taught me patience and set the pace for the climb. It was great to be present and enjoy the forest, clean air and the scenery. Although the climb was very demanding physically due to the constant change in altitude and changing weather conditions, it was easier when focusing on the task at hand.

As we were getting closer to the mountain, getting to the top seemed like quite a distance, but when you focus on your objective for the day, which is to get to the next base camp, it becomes more manageable.



On the 6th night at 11 PM, we made our way from Barafu Camp towards the summit and it was magic to climb at night and reach the summit at [Sunrise](#).

When I asked why we are doing the climb at night and not early in the morning I was told that most people find it quite daunting to climb the last 5 KM and ascent of around 1500 m from 4,400 to 5,895 during the day, so at night it is easier even though it was really freezing at below "0 "degrees and when we reached the summit -10 C.



The sense of achievement when you reach the summit is incredible and the beauty around you is breathtaking. The glacier at the top was magnificent and sadly we heard that it may disappear due to global warming in the next few years, so we were lucky to experience it.

I was sharing a room with an amazing guy, Pravin, who joined his partner, Arina, for the journey. He told me he was planning to propose to her at the summit on the first night before we started the journey, but we kept it a secret. As they are both from Durban, the altitude got to Arina, and she almost did not make the summit, but she pushed through as we were all encouraging her to do it, and we were so glad she did.



One of the guides we travelled with was wearing an interesting T-Shirt that said "Donate @Life" and when I asked him about it, he mentioned that it was a special climb he does for people who donated their kidney or have one kidney. When I mentioned to him that I lost my right kidney to cancer two years ago and that the motivation for my climb was to celebrate being cancer-free and regaining my health, it took him by surprise, and we formed a special bond at the summit.



When we got back, we celebrated 25 years of Digital innovation for DSG on the 1st of September and I cannot say that I have been patient over the years but I certainly learnt to be more Chilled over the last few, and learnt to enjoy the journey rather than the destination, and most importantly learnt the best views come after the hardest climb.



My biggest lesson from this journey is that #DoingSomethingGreat is learning to be patient like mother nature and that your attitude can be adapted when experiencing a higher altitude.



Yaron Assabi