



DRIVEN BY PASSION AND PURPOSE

HESTER-HELEEN BURGER
CAMPUS MANAGER: STELLENBOSCH

"The secret of passion is purpose" – Robin Sharma

Passion – "a strong desire for, or devotion to some activity, object or concept."

Purpose – "the reason for which something is done, created, or for which something exists."

As Campus Manager of Isa Carstens® Academy Stellenbosch, I am honoured to witness a daily transformative impact on character development whilst optimizing potential within each student and member of our personnel. I believe in leading and inspiring students and personnel with passion and purpose. This driving force breathes life into every aspect of my work.

I firmly believe that passion is not just an emotion but a powerful spark for excellence and growth. When you are driven by passion, your commitment to the students and all aspects that form part of the daily operations of the Academy becomes unwavering, and your actions are infused with purpose. It is almost as if your purpose becomes the superpower that drives you to the next level of living a life filled with meaning and influence.

**"THE SECRET OF
PASSION IS PURPOSE"
– ROBIN SHARMA**

Isa Carstens® Academy recently celebrated 45 years of excellence. It fills me with immense gratitude to represent this brand with great pride. Mrs Isa Carstens said: "My work is my joy." Today, her words serve as a constant reminder and source of inspiration, igniting a profound passion within me to motivate our students and personnel to pursue their career journey filled with continuous learning, ambition, and acts of service and kindness to others.

Passion and Purpose are elements of differentiation; it will make you shine bright because there is just something unique and special when your total being exudes passion and purpose. It maintains to uplift and motivate one to believe in others and to help them to be the very best they can be, in every aspect of life.

So far, my life journey is blessed to encompass so many aspects that I am truly passionate about – Isa Carstens® Academy, its legacy and also, our ever-growing industry, our amazing students, wonderful colleagues, and most of all, my family.

I believe in living my life with passion and purpose. To be useful, to be compassionate, to make a difference, and to be honourable.

45 YEARS
BEYOND BEAUTY



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