

Forget job-hunting: Learn from the masters of opportunity luseke

Derived from the Luganda word for straw, *luseke* is the fine art of tapping into the generosity of the *bagagga*, using charm, humour, and Olympic-level flattery. It involves laughing at jokes that are not funny, hyping outfits that do not make sense, and clapping like you are at a presidential rally; anything to keep the *mugagga* smiling and most importantly breaking the bank.

BY MONITOR REPORTER

Have you heard that Luganda saying, 'Kampala si bazinga'? It is meant to inspire us and remind every hustler in the 256 that this city is not just buildings, it is opportunity.

The kind that should push you to chase the bag with the same energy Jay-Z had when he told us New York's bright lights would inspire you in *Empire State of Mind*. But here in Kampala, my friend, the inspiration is not in the skyline. It is in the straw. Yes, *luseke* because in this economy the real empire state of mind is knowing how to beat *luseke* professionally.

Ladies and gentlemen, allow me to introduce the hottest white-collar job on the market: *Luseke Master* and when we say white-collar, we mean white. So white it can bleach JJK instead of the other way around. This is the true definition of working hard and smart, where KPs are instant performance reviews happen in real time, and the career ladder is right in front of you, depending on how well you can read the room and the wallet.

First, credit where it is due. Shout-out to Kasuku, the undisputed godfather of modern *luseke*. Yes, our ancestors have been subtly doing it since Buganda had kings, but Kasuku said, enough with the English, let us call a spade a spade. No more 'networking', no more 'strategic relationship building'. Mandem stood firm and said, this thing is beating *luseke* and just like that, a whole profession got rebranded.

So, what exactly is *luseke*? Derived from the Luganda word for straw, it is the fine art of tapping into the generosity of the *bagagga*, using charm, humour, and Olympic-level flattery. It involves laughing at jokes that are not funny, hyping outfits that do not make sense, and clapping like you are at a presidential rally; anything to keep the *mugagga* smiling and most importantly breaking the bank.

The English tried to intellectualise it and called it 'jittery or jewellery or something like that'. But here we know the truth. This is survival. This is strategy. This is soft life engineering. And let us be honest, have you seen how people behave around their rich friends? By *Surrounding Sound*. We have normalised it. Which brings us to the *Luseke elite* *luseke* game. Not everyone can emotional stomach. You see in Kampala, you do not just chase the bag, sometimes you charm it out of someone



Andrew Mwenda: The master of strategic flattery

Ah, Andrew Mwenda. A man who can switch opinions faster than Kampala's weather sunny at 10am, flooded by 11am. Sit with him for five minutes and you will leave with a full lecture on why the President is playing 4D chess while the rest of us are still learning Ludo. But do not mistake this for confusion. This is precision. This is elite *luseke*, well-researched, well-timed, and delivered with the confidence of a man who has seen the soft life from the VIP section. One minute, he is critiquing power. Next minute, he is defending it like he co-authored the Constitution. Then he pivots, smoothly, to singing praises of Gen. MK like he is warning up the crowd at a concert. You even find your self nodding along, confused but impressed. 'Eh, maybe he has a point?'

Some of his greatest hits collection. There is the legendary moment when he told the country that when Sudhir Ruparelia owned Orange Bank, he was the only person who could not be a member. Kampala's first case of emotional equity. Then, of course, the visuals. Mwenda out here carrying Sudhir like a newborn prince of the economy proof that *luseke* is not just spoken, it is lived. Method acting. Commitment to the role, you germ? And when he narrates, my friend, even a simple drive becomes cinema.

In a video with Gen. Saleh, he praises his driving skills comparing him to Lewis Hamilton. You think you are going to Monaco, kumbe you have entered Monaco. That is the magic. Mwenda does not just praise, he upgrades reality. He flatters with such conviction that even the *mugagga* starts wondering if they have been underrated this whole time. Critics will say it is too much. Supporters will say it is strategy. In Kampala, we call it what it is: survival with benefits. He is not just in the game, he is



Kasuku: The master of Luseke

If *luseke* had a syllabus, a graduation ceremony, and a WhatsApp group for alumni, Kasuku would be the lecturer, dean, and class prefect all in one. This is not just a man. This is an institution. Kasuku has taken *luseke* from street survival to a fully registered entertainment business. From his *luseke* Nyam Nyam episodes to his real-life fieldwork, the man trues, every interclass prefect is a live practical exam: identify the *mugagga*, apply pressure gently, secure vibes and if possible, funding.

His golden rule is handle the person with money carefully, not 500K transactions. We are talking long-term investment strategies. Emotional returns. Assets. The kind of *luseke* that graduates into owner-

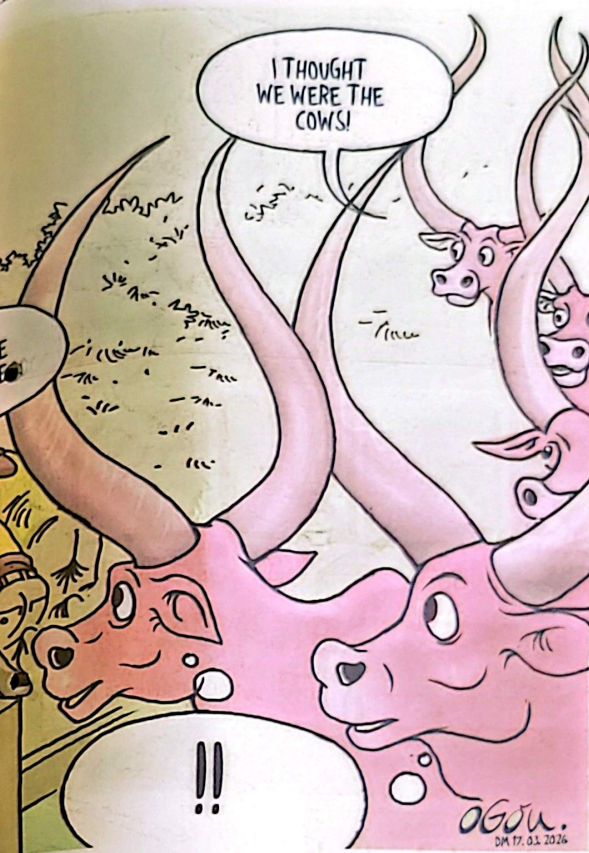


ship without paperwork. And Kasuku does not hide his techies. Loudly. When he pulled up to meet the President, Jaja, the landlord of opportunities, Kasuku did not go there

to observe, mans went to perform. Whether at State House or the famous ranch vibes, he turned presidential proximity into a one-man comedy special. Laughter came before jokes, requests came before tea sipped. At one point, he was confidently asking for something small to take home, and at another, casually upgrading the request to hundreds of millions like he was adjusting airline bundles. That is not boldness, that is advanced *luseke* engineering.

And somehow, even when the big asks bounce, the man leaves with what matters: visibility, stories, and the kind of proximity that keeps doors slightly open. You even hear rumours of billions being discussed, and you realise this is no longer *luseke* proper negotiation with vibes.

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Kabanda: The art of staying loud

In the *luseke* leadership course, field attachments, and a final exam in defending Your Guy Under Pressure, MP Daudi Kabanda would graduate with distinction and then return as guest lecturer. In Uganda's ever-dramatic *luseke* ecosystem, Kabanda has mastered the holy trinity: praise, defense, and strategic proximity. As MP and Secretary General of PLU, he has turned support for Gen. MK into both craft and performance. His appreciation is never shy; it arrives polished, public, and properly amplified. But where Kabanda truly shines is in defense mode. He not just gets responses, they get full press conferences in tweet form. Whether calling out opportunists or defending the GDP with championship energy, Kabanda treats every attack like a national emergency requiring immediate intervention. Still, it is the creativity that earns him



top marks. Declaring himself official spokesperson for the Bachwezi, with the CDF as his deputy is not just loyalty, it is imaginative *luseke* with branding potential. Beyond the jokes, there is serious fieldwork: nationwide mobilisation, 80% targets, and constant visibility Kabanda understands the assign-

ment, stay loud, stay loyal, stay seen. In the grand *luseke* curriculum, some participate. Kabanda? He is writing the exam and setting the marking scheme.

Full Figure: The art of spewing nonsense

In the performance category, complete with microphones, livestreams, and emotional adlibs, Jennifer Full Figure would not only headline, but she would also host the awards and give the closing speech. From gospel roots to full-volume political praise, Full Figure has reinvented herself into a one-woman loyalty machine. Her love for the first family is not whispered, it is broadcast, remixed, and delivered with the energy of a campaign anthem. In the PLU universe, she does not just support, she performs support, turning patriotism into content. But her true specialty—online work-

Where others issue statements, Full Figure drops episodes. From clashes with Justice Namerero to fiery exchanges with Kaseki and various ex-presidents, she treats every disagreement like a headline waiting to happen. Subtlety is not part of the *luseke* ethos, and yet, that is the genius. In true *luseke* fashion, she converts controversy into visibility. Whether defending the establishment or calling out truths, she stays loud, present, and impossible to ignore. Critics call it opportunistic and her fans might call it fearless. Either way, Full Figure understands one thing: in the attention economy, silence does not trend.

Lil Pazzo: Clarified straight shooter

It is not everyday that people publicly throw their parents under the bus for the paper, but Lil Pazzo did anything for the honours. If *luseke* had rules, Lil Pazzo would rewrite the rules entirely. At Jazzi Jazzi Ranch Edition, while others came to perform, smile, and quietly hope their blessings would locate them, Pazzo arrived with a much clearer strategy: praise first, get paid immediately after, no waiting for destiny. He delivered *Opuscula Uganda* with full-energy praise levels at maximum, the crowd vibing, everything looking smooth, until he remembered life is expensive.

Before the applause could even settle, the man switched gears like a boda on a free road. From 'Your Excellency' to 'so about my situation...' in record time. No subtle hints, no 'we shall talk later'. Straight to the point. A live fundraising request, in HD, in front of everybody and honestly, you have to respect it because while many practice *luseke* quietly, Lil Pazzo turned it into a live demonstration. That is not just boldness, financial urgency with confidence. Off course, the moment got slightly awkward. Mama Janet asking questions, vibes shaking a bit but Pazzo stayed focused. Mission first, dignity later. The internet did the rest: memes, debates, think pieces. But in a country where subtlety rarely pays rent, Lil Pazzo made one thing clear: in the *luseke* curriculum, some people hint but others ask directly and with chest.

Justice Namerero - Her Most Strategic Cosiness

Where strategy, praise, and well-timed proximity can be as valuable as policy, Justice Namerero Nsubuga has emerged as a stand-out performer. If there was an award for 'Most Strategic Cosiness', ladies and gentlemen, the undisputed Justice Namerero. At the centre of this carefully choreographed dance is her visibly warm alliance with AAAA. And not just warm, this is full-on political sunshine. Namerero has mastered the fine art of what Ugandan Twitter might call premium *luseke*.

Still, you have to admire the consistency. Gashumba praises hard, fights hard, and shows up everywhere. One minute he is rallying support for the President, the next he is dismantling fellow loyalists like it is a competitive sport.

constant praise, public loyalty and just the right amount of well-documented cosiness. Let us start with the endorsements. Namerero did not just support the Speaker's re-election, she sold it. Passionate speeches? Check. Public declarations of admiration? Double check. At the now famous Ifar dinner at Nakasero, while others attended, Namerero performed. Reports (and very enthusiastic videos) suggest she brought enough energy to power a small trading centre. Between laughter, movement, and visible camaraderie with the Speaker, it was less formal dinner and more soft launch of political besties season 2. She did not stop there, from heartfelt tributes during family mourning moments to consistent praise across interviews and rallies, Namerero has shown a range because true *luseke* is not a one-off act; it is a sustained campaign. Whether you call it strategy, sisterhood, or elite networking, one thing is clear, Namerero is not just in the game. She understands the rules, plays them well, and occasionally writes them... with a smile.

Frank Gashumba - Art of Visibility

In Uganda's high-drama political arena where loyalty is loud, alliances are fluid, and subtlety is often overrated, Frank M Gashumba has carved out a lane that is anything but quiet. *luseke* had volume controls, Gashumba's would be permanently stuck on maximum. As chairman of the Itanwases community and a key figure in the Patriotic League of Uganda (PLU), Gashumba has turned visibility into an art form. His signature move? Full-throttle praise for his victims, not just the usual political compliments. Full-throttle praise for his victims, not just the usual political compliments. Gashumba goes poetic. 'A sage whose knowledge lights Uganda's path,' he once declared, leaving even the President wondering whether to nod or blush.

But Gashumba does not just talk, he has mastered the optics of loyalty. If there is a camera nearby, chances are Gashumba is either praising, mobilising, or doing both at once. Of course, no Gashumba storyline is complete without a little fire. And by a little, we mean a full-on political bonfire. His public clashes with Daudi Kabanda have been the stuff of viral legend. Insults flew, egos bruised, and at some point, it felt less like party politics and more like a prime-time reality show. When your internal meetings sound like dis tracks, you know you have committed to the craft.

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