

Rationale for the Salon Lola

- In leadership character is more important than strategy - Oxford Leadership Academy

Our world is in crisis and has been there for generations. Constructs that create class divisions many along racial lines, have continually perpetuated these issues, with greed and power sustaining a status quo. Many organizations are focused on global solutions quite like the UN who has 17 Sustainability goals <https://sdgs.un.org/goals> they aid in recognizing that ending poverty and other deprivations must go hand in hand with strategies that improve health and education, reduce inequality and spur economic growth. Our world is ready for the diversity of bold ideas and is calling for human beings to step up with solutions to improve our plight.

The Salon Lola is an exciting and seductive restaurant and cultural center, setting the table for a multidisciplinary approach to engagement and empowerment.

At the Salon Lola we act locally to create opportunities to help people become better versions of themselves, by starting from a different place, looking through a different lens focused on being present. We begin with the premise that lies within understanding our humanity first as a means toward self-understanding, creating mind shifts and furthering development. As a result, an eventual ripple effect takes shape adding tremendous value in healing our world.

Harlem has a long-held unchanged reputation as an epicenter for cultural change. The Harlem Renaissance was a cultural, social and artistic explosion. The changing climate has breathed new life into Harlemites young and old with gentrification bringing more diversity and opportunity. Harlem has caught the attention of celebrity chefs and nationwide retailers like Whole Foods, Best Buy, H&M, the W hotel and others. The virus has left several choice locations ripe for second generation operators. This, together with the current political climate, illuminates the need now more than ever for an experience driven business like the Salon Lola.

In the space between altruism and profit the Salon Lola presents a solid investment opportunity as the symbiotic relationship between culture and restaurant is leveraged for financial rewards, bridging a space to bring great things to fruition. Our success is not only dependent on financial resources but on a broad collective of partners, sponsors and friends who share the same commitment to enable something better. We ask that you join us.

We can live our lives one of two ways: either out of circumstances, or out of vision – Werner Erhard

We cannot rely endlessly on medicine but must cultivate health, we can't rely endlessly on the means of war but must also cultivate peace. Soul force (soft power) is as important as brute force (hard power) – Marianne Williamson.

