



**Barbara Mutedzi**  
**Conscious Leadership Coach**  
**Socio-Cultural & Medical Anthropologist**  
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*Helping you sharpen your leadership skills for higher performance, impact and profit*



**Barbara Mutedzi is a Conscious Leadership Coach**, a Social and Medical Anthropologist trained in Neuroscience based coaching. As the Founder of the Design Your Life Foundation, she uses her holistic 3D-DYL Protocol, scientifically backed in neuroscience, consciousness, psychology and anthropology, to help people positively transform for higher impact at personal, professional and business level.

**With leaders and management teams**, she helps them create and manage agile systems that feed straight into the organizational strategy, whilst coaching their teams for higher performance through a growth mindset. Her focus with leaders is toward the more effective, results based Transformational and Conscious Leadership process.

**With organizations**, Barbara helps them articulate their strategies and intentions so that they are clear, measurable and transferable at all levels of the organization. This allows for easy uptake and implementation, with flexible options for making needed adjustments. In this, Barbara places a heavy emphasis on Talent as foundational pillars for sustainable and profitable organizations.

**With individuals**, Barbara helps them figure out their life purpose and align it with all areas of their lives. Her life purpose is aligned to helping people - as individuals or in groups, teams and organizations - harness the power and control they have within themselves to live their life purpose.

**With other coaches, teachers & coaching platforms, schools & academies**, Barbara has put together products that add value to their work with their respective clients. She is also offering as an added value to coaching programs, through workshops & speaking engagements, how an understanding of the basics of neuroscience & consciousness increases and sustains change in their client's progress.





**An Author and Transformational Speaker**, a Ruth First & BuildCARE Scholar; a truth and growth advocate; Barbara hinges on her values to bring simple and authentic thought processes that allow efficient and effective growth toward your bottom line.

Additionally, Barbara holds training sessions, workshops and speaking engagements. Some of which are related to:

Leadership & Organisations

- Assessing HR & Talent structures
- Transformational and Conscious Leadership
- The true meaning of Leadership & Management
- Assessing strategies for clarity, measurability & transferability

Women leadership

- Harnessing the female brain for higher performance

Individual excellence

- Figuring out your life purpose & how to use it as a guiding torch in all areas of your life, inclusive of subjects specific to basic Finances, Relationships, Retirement, Intra & entrepreneurship

Holistic wellness

- Mindful Meditation; Physical, mental & emotional wellness

Young people & professionals

- Making the right decisions for your future
- Planning for your future as you embrace your purpose

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### Coaching related work

- Masawara Group / TA Holdings: Growth Mindset workshops for the Leadership & Culture teams. 2019
- Old Mutual Group: Mindset shift workshops around Money Management. 2019
- First Mutual Holdings: Coaching management teams around business acumen, leadership & EQ. 2019
- Cityzen & Ecosurgica: Developed and Coordinated a holistic wellness program for clients. 2019
- Cityzen & Ecosurgica: Advised leaders on organizational strategy. 2019
- Skin Spa Zimbabwe: Leadership workshop with the management team. 2019
- Skin Spa Students: Entrepreneurial workshop with Skin Spa Students. 2019
- Masawara Holdings: Advisory on Talent & HR related processes. 2019
- TEAM: Conscious and Transformational Leadership for the co-founder. 2018-19
- Friendship Bench: Facilitation development of the Trust' new strategy. 2018
- Friendship Bench: Aligning staff with organisational strategies & policies; strategy development. 2018
- Population Services International: Coaching entry level professionals & Qualitative research expert
- Q Partnership: Coaching entry level professionals for higher professional performance
- Q Partnership: Leading research teams on studies solicited by NGOs and CSOs
- Q Partnership: Capacity Enhancement around research
- Peterhouse High School: Speaking engagement on finding one's life purpose
- Prince Edward Boys School: Speaking engagement on the importance of knowing oneself
- Girls High School: Speaking engagement on the importance of knowing oneself
- Millennial academy: Speaking workshop on the importance of knowing oneself
- University of Zimbabwe: Speaking workshop on finding one's purpose
- Elegant Grind: Speaking engagement on the Mentor: Mentee relationship
- Afrikera Dance Arts Trust: Self leadership workshops
- Tafara Community & Nduna girls: Women and Self leadership
- Junior achievement Zimbabwe: Leadership workshops
- Integra Africa: Leadership, Strategy & Transformational workshops: South Africa, Kenya, Senegal & Zim.



### **Research, Program & Capacity Enhancement related work**

- Consultant Researcher. PACT Zimbabwe. Research on ways to sustain CSOs work in the country. 2019
- Qualitative Research Analyst. AMARI: African Mental Health Institute. 2019
- Organisational and Business Strategist. Friendship Bench Zimbabwe. August 2018
- Consultant Evaluator. 4Children ESwatini, Swaziland. June to September 2018
- Consultant Researcher. Trust Africa. April 2018 to September 2018
- Principal Investigator. Independent Researcher on a King's College London Grant. July 2017
- Research Manager. Q Partnership. December 2016 to December 2017
- Qualitative Research Expert. Independent Trainer with TRACE (DAI UK funded). April 2017
- Principal Investigator. REPSSI Harare. July 2016 to August 2017
- Study Coordinator. GILEAD Sciences Research Scholars Program in HIV. April 2016 to July 2017
- Qualitative Research Specialist. PSI Zimbabwe. January 2016 to December 2016
- Independent Consultant. UNICEF Harare. April 2015 to January 2016
- Qualitative Data Analyst. OPHID Harare. February to April 2015
- Consultant. Africaid / Zvandiri Harare. February to December 2015
- Consultant. REPSSI Harare. December 2014 to February 2016
- Project Manager. Chiedza Trust Zimbabwe. October 2009-January 2015
- Consultant. MHPSS Sri Lanka. August 2014
- Consultant. Q Partnership and Target Research (Pvt.) Ltd, Zimbabwe. July 2013

### **Professional qualifications**

- Neuroscience-Based Coaching Comprehensive program: Synaptic Potential. UK
- Neuroscience-Based Coaching Intro-Program: ONCTI. USA.
- High Performance Habit Builder: Brendon Burchard. USA.
- Life Coach. Life Coach Training Institution. USA

### **Academic qualifications**

- Master of Science (MSc) in Medical Anthropology: Durham University. UK
- Bachelor of Arts (BA) Honors in Anthropology: University of South Africa. SA
- Bachelor of Arts (BA) in Health Sciences and Social Services, specializing in Psychology

### **Authorship: Journal, Academic & Book Publications**

1. ACADEMIC JOURNAL: First author publishing: Improving bereavement outcomes in Zimbabwe: Protocol for a feasibility cluster trial of the 9-cell bereavement tool. 2019: <https://rdcu.be/bBcMV> (presented paper at the recent African Palliative Care Conference in Kigali Rwanda)
2. PROFESSIONAL CONTRIBUTION: Contribution to the UNICEF Resource: <https://www.unicef-irc.org/research/pdf/429-Social-Norms-Manual-ESARO.pdf>
3. ACADEMIC JOURNAL MANUSCRIPT SUBMISSION FOR APPROVAL: "We need more big trees as well as the grass roots": Going beyond research capacity building to develop sustainable careers in mental health research in African countries
4. ACADEMIC MONOGRAPH: Advocating for Children & Adolescents Living with HIV in Harare. 2016: <https://www.amazon.com/Advocating-children-adolescents-living-Harare/dp/3659896748>
5. PERSONAL BOOK PUBLICATION: Am I Insane, Black or Just a Woman. 2011: <https://www.amazon.com/Am-Insane-Black-Just-Woman/dp/1467044768>

### **Other**

**Ex-Board member** of an organization that is centered on experiential learning in an outdoor environment. Courses are designed to challenge individuals. They are specially designed to develop teamwork, leadership, communication, confidence, and perseverance. The courses take one on a journey of self-discovery - physically, mentally, socially and emotionally. The central part of each course involves teamwork, decision making, leadership and compassion, for a guaranteed 100 percent pure transformation.



### Online Webinars, Podcasts & Masterclasses

SOTZIM Make your mark 6: Youth & COVID: [LINK](#)

An A-Z Guide for building your conscious and spiritual business Masterclass: [LINK](#)

This [LINK](#) directs you to 5 webinars and 3 radio segments that follow:

Being more conscious to what life can become with wired to Live and Thrive

Living integrated with Katie Oldja

Ideas to implementation with Simone Bell

The Joy Mogami Show with Joy Mogami

Living your intentions with Jennifer Matthews

### National speaking engagements

HSTV Radio Station, Zimbabwe: 4 Series Self Leadership Dialogue using the DYL 3D concept. 2019

Capitalk Radio Station, Zimbabwe: Neuroscience based coaching for higher levels of self-leadership

Capitalk Radio Station, Zimbabwe: The importance of staying positive in this time

### In-person Private & Community engagements

Women of Worth: The importance of knowing your worth, and living by it. 2018

PechaKucha: Coaching young people. 2018

### Online courses developed by Barbara

- Conscious Leadership Program [Level I](#)
- Conscious Leadership Program [Level II](#)
- Self-Leadership [Program](#)
- Book Coaching Clubs x [7 Books](#)
- Short Courses for young people (Basic Finances; Career Development; CV & Cover letter writing, Interview Skills; Time Management, Planning and Goal Setting [x 4 Courses](#))

### Articles

- 31 x articles published: [LINK](#)
- 3 x Articles around Mindfulness and Meditation on Sivana spirit online magazine: [LINK](#)
- Reader mention in the New York Times: [LINK](#)

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### Referees: Coaching

Ms. Cynthia Chirinda Hakutangwi. Communications and Personal Development Consultant

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Mrs. Gillian Reppoh Mpofu. HR Business Partner at First Mutual Holdings

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Mr. Takudzwa Musonza: Executive Assistant to the CEO Masawara group

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Mrs. Karen Mutasa: Founder & CEO: Skin Spa & Radical Values Group

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### Referees: Research

Dr. M Catherine Maternowska. Child Protection Research and Evaluation. UNICEF Italy.

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Dr. Lisa Langhaug. Social Scientist. Zimbabwe; +263 (0) 772551290. [lisa.langhaug@gmail.com](mailto:lisa.langhaug@gmail.com)

Ms. Nicola Willis. Founder & CEO. Africaid / Zvandiri. Zimbabwe; +263 (0) 731253295. [Nicola@zvandiri.org](mailto:Nicola@zvandiri.org)



## TESTIMONIALS ON LEADERSHIP COACHING

**Queen, You planted seeds, watered some and helped me prune a lot of branches that were not bearing any fruit.**

All of the stuff you taught us on our show is literally playing out now I've defined, designed and still tweaking and now displaying the life I've always imagined. Even as I rework my business vision and the core team I'm slowly recruiting to build towards higher level leadership. I have razor sharp clarity of where I am now and how I need to get to where I want and most importantly why. LISTEN!!! You're my human rescue package because when you came into my life I had come from THE most depressed episode of my life and I was winging my way through life knowing yes, I could be a leader one day but too tired mentally, emotionally and spiritually to even think it all through. Then there's all the nuggets you give me on anthropology, spirituality and consciousness. All of these things you share are so pertinent to what I need to know and immerse myself into over the next couple of years so I can lead better, and because of my larger than life personality, I'll use my platforms and influence to impact and influence the minds of my peers and those who are inspired by my story! In a nutshell, this is how you helped me. **Queen Rutendo Mutsamwira: Radio & TV Producer & Presenter, Author and Speaker**

**A GREAT COACH!!! Determined to see results, highly organised, and very assertive.**

Barbra was determined to see me transform to be the Leader I am today. Her focus was on transforming the whole of me from the way I looked at myself, the way I dressed, the way I walked, the language I used and even the way I relate to others. She helped me understand my emotions and of those around me, and to apply intelligence to that emotional knowledge. She is firm on emphasizing that " You can only be a BETTER VERSION OF YOURSELF and no one else." When I look back, I cannot help being proud of myself and the leader I am transforming to be. She imprinted on me that I should not compare myself with anyone but I should focus on the things I see and use them for my growth and then walk MY JOURNEY. I can only compare myself with my leader version of yesterday and aim for what I want to achieve for today and tomorrow. I used to struggle with self-validation until she made me realize that I should not seek self-validation from people but from self. I used to struggle with FEAR until she made me realize that the word only meant False Evidence Appearing Real and I had risen above it to achieve. Thank you for helping me tap into my boldness and confidence. Now I am not afraid of anyone (I realized that they are only hierarchies in the organization) , I speak my mind. She pushed hard for me to realize my goals. The coaching environment allowed me to be vulnerable, search and reflect on my personal & professional life which then helped in shaping the way we related. Thank you Barbra for going beyond and being resourceful with lots of practical information critical for my growth in this Leadership Journey. I highly recommend your services to all especially those who have the "I CAN'T" mentality, because I KNOW that with Barbara, THEY CAN & THEY WILL for it's all about the mindset and the right Coach. **Gillian Reppoh Mpfu: HR Business Partner**

More testimonials available:

On my website and: <https://designyourlifefoundation.com/testimonials>

On LinkedIn: [www.linkedin.com/in/Barbara-Mutedzi-Mindset-Coach](http://www.linkedin.com/in/Barbara-Mutedzi-Mindset-Coach)

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*Your purpose is my purpose: I look forward to being of service to your purpose  
I look forward to helping you sharpen your leadership skills for higher performance  
Because we can never lead others if we ourselves have not sharpened our own self development  
Through all this, we will increase our purposeful impact & specific for businesses – our profit  
My programs focus on emotional intelligence and business acumen at the center of it all  
With kind regards*

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