



BARBARA MUTEDZI

A Conscious Leadership Coach & Medical Anthropologist, whose life purpose is to help people harness and control the power they have within themselves.

My work is to help people get in touch with their inner wisdom and Divinity. This is their super-conscious. Starting from wherever you are on your life path, I help you unpack your subconscious, as we create and adopt conscious activities aligned to your purpose, then steep all of this in your super-conscious for grounded authenticity.

All my work is grounded in my academic and professional education and experience in traditional & Jungian Psychology, Socio-cultural & Medical Anthropology, Neuroscience-based coaching, Spiritualism and Consciousness.

Socio Cultural Anthropology is the study of people and culture. Medical anthropology explores the decisions that people make around their health because of or despite their socio-cultural environments and cultures. Neuroscience-based coaching is the study of how we can harness the mind and brain for higher performance in all areas of our lives.

This document is divided into 6 main parts that illustrate my experience:

1. QUALIFICATIONS: Page 2

This includes my main degrees and certifications.

2. LEADERSHIP COACHING WORK: Page 3

With my coaching brand, DYI, I coach business owners and leaders, aspiring and seasoned, to embody and become leadership itself. The focus is on helping leaders problem solve and make organizational and community decisions aligned with clear strategies across teams, departments, industries, platforms and positions. First, it's to make sure strategies are clear, focused and transparent for all involved.

3. HOLISTIC WELLNESS & BEING: Page 4-5

Everything in our lives is connected. As a yoga teacher and mindful meditation guide, the journey for those I have the privilege to work with and for, is to help us reconnect mind, body and spirit, as we tap into our inner wisdom and divinity for authentic groundedness. Every part of who we are from our biology to our environment, activities, thoughts and activities are connected to our subjective life experiences.

4. ENTREPRENEURIAL-SPECIFIC WORK: Page 5

As an entrepreneur myself, I have created programs and courses helping new entrepreneurs and business owners set up a strong foundation for their new ventures to start and grow. Coupled with this I developed a short eBook for those wanting to transition from a full time job into running their own enterprise. I am at times hired by local organizations, to mentor young entrepreneurs in their work.

5. RESEARCH & CAPACITY BUILDING WORK: Page 6-8

I am the Founder of the research agency, Anthroconsultancy. I have been in research and program related work for the past 13 years, beginning as a Program and Research Manager running a psychosocial support group for children and adolescents living with HIV, out of the 2 main hospitals in Harare, Zimbabwe; to now applying and receiving international grants for feasibility studies. All my academic degrees are research related with experience in collecting primary data using research methods including, participant observation, focus group discussions, literature review, surveys, individual interviews and local ethnography.

6. SPEAKING ENGAGEMENTS & MEDIA: Page 9

A record of my speaking engagement and as a guest on radio, podcasts, educational institutions and in businesses.



MY QUALIFICATIONS

Conscious Leadership Coach
Holistic Well, Mindset (being) & High Performance Coach
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Degrees

Honors Socio-Cultural Anthropology, SA
Master of Science Medical Anthropologist, UK
Bachelor of Arts in Health & Community Psychology, SA
Neuroscience-based Coach: Course accredited by the International Coaching Federation

Courses

Life Coaching, USA
Yoga instructor, USA
Ophthalmic Assistant, SA
Ayurveda certification, USA
HIV/AIDS Care and Counseling, SA
Anatomy and Physiology, Zimbabwe
Sports Psychology and Performance, Zimbabwe
Sport Performance – Women in Sport, Zimbabwe
Massage Therapist and Instructor, Zimbabwe & UK

Research based professional certificates

USAID Monitoring and evaluation fundamentals
UNDSS Basic security in the Field BSITF Certificate
NIH Certificate in protecting human research participants
USAID Gender integration in political transition environments

Academic research and program awards

Durham University Research Department Fund, Durham, UK. 2013
Parkes Foundation, UK & Durham University. International MSc Fieldwork. 2013
Ruth First Scholarship South Africa & UK. Fully Funded Masters Scholarship. 2014
BuildCARE Africa Recipient. Palliative Care Research Grant. King's College London, UK. 2017

Academic and Professional Publications

- Improving bereavement outcomes in Zimbabwe: Protocol for a feasibility cluster trial of the 9-cell bereavement tool. 2019: <https://rdcu.be/bBcMV>
- Improving bereavement outcomes in Zimbabwe: results of a feasibility cluster trial of the 9-cell bereavement tool. *Manuscript submitted; under review.* 2021.
- Presented paper and results for all the above at the 2019 African Palliative Care Conference in Kigali Rwanda
- "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: <https://rdcu.be/b6g90>
- Advocating for Children & Adolescents living with HIV in Harare, Zimbabwe. A monograph available on Amazon
- Three (3) Blog posts on mindful meditation posts published in the Sivana spirit online magazine: <https://blog.sivanaspirit.com/my-posts/>
- Professional contribution to the UNICEF Resource: <https://www.unicef-irc.org/research/pdf/429-Social-Norms-Manual-ESARO.pdf>

Most recent Community work:

- Workshop facilitator and contributor in organizational and community groups working at re-dressing national identity, values and culture change gleaned toward the concept of Ubuntu.

LEADERSHIP COACHING WORK EXPERIENCE

Following is my coaching, human capital & talent development experience within organizations. Not included, are coaching sessions I have had with individuals from different parts of the world for their privacy; including online courses and other coaching products developed as support material. All individuals sign up to leadership programs and supporting products at: <https://designyourlifefoundation.com/packages/>

Leadership, Culture change & Transformational for Masawara Group, Zimbabwe & South Africa: 2019-21

Developed & facilitated Growth Mindset workshops and individual coaching sessions for and with the Leadership, Transformation & Culture teams, as they work at increasing return on business investment 10x. This improved communication amongst themselves and with their teams on the transformation journey in hand.

Spiritually grounded leadership coaching: I am currently coaching the Transformation and Culture Change Lead, and Executive Assistant to the Masawara Group CEO, on higher level conscious leadership, with a goal of embracing a growth mindset beyond human level, but tapping into one's inner wisdom

Leadership Coach for First Mutual Holdings: 2019 & 2020

Developed & trained C-suite leaders on effectively leading & sustaining performance in remote teams; coached management teams & HR business partners on business acumen, leadership & EQ; and addressed top-down management style, into an inclusive transformational way of leadership

Mindset and High Performance Coach for Old Mutual Group of Companies, Zimbabwe: 2019

Developed & facilitated workshops on Mindset shift in Money Management for C-Suite individuals; Coached staff to review their financial standing for their current and future goals; Provided continued and individual support to the workshop attendees in their quest for Financial Independence.

Leadership and Self-leadership Coach for Skin Spa Zimbabwe: 2019

Led a workshop with the management team of Skin Spa, working on communication for leadership team cohesion and efficiency in sharing information required for increased customer care and departmental growth.

Coaching Advisor with TEAM: 2018-19

Conscious and Transformational Leadership coaching was provided for the co-founder. The purpose was to provide advisory support for the leader in curating a higher performing team of associates

Business Development Advisor and Strategy Facilitator for Friendship Bench Trust: 2018

Friendship Bench Trust is a research and project based organization, run through awarded grants from different funders. The organization is focused on mental health. Through this engagement with them, I produced a succinct strategy document set as a foundation for organizational growth and staff cohesion. In addition I trained all staff in the use of the strategies and related policies.

Coaching Mentor for the young professionals at Population Services International: 2017

Whilst in the main role as a Qualitative research expert, I worked together with the HR department, coaching entry level interns and attachment students in all things to do with professionalism, as they transitioned from a university environment into a professional work setting. My work as a research expert, involved me leading qualitative research initiatives in an inclusive manner, allowing all staff to learn through immersion

Business Development Associate with Q Partnership: 2017

I also coached entry level professionals for higher professional presence and performance during the onboarding process. The result was increased work capabilities of entry staff, resulting in increased work output early on in their joining the organization.

Leadership Program Associate for Integra Africa: South Africa: 2010-2012

I developed and was part of the facilitation team, taking organizations in African countries through brand and business strategies, followed by related leadership and transformation workshops. We worked with private and public organizations in South Africa, Kenya, Senegal, Tunisia & Zimbabwe.

HOLISTIC WELLNESS & BEING EXPERIENCE

Conscious Leadership Coach

My purpose in life is to help people harness and control the power they have within themselves to live their purpose. This speaks to holistic health in all areas of one's life. I use my academic and professional experience in health and community Psychology, Neuroscience-based coaching, Sociocultural and Medical Anthropology in my coaching programs and courses. In the past 3 years, I have turned to using spiritualism, consciousness and deeper Jungian psychology to help people heal and grow.

Consciousness Leaders

I am a member of the Consciousness Leaders group founded in the States in 2021. We are a global collective of diverse and trusted experts, helping organizations create lasting positive change. From best-selling authors, coaches, consultants and workshop facilitators to celebrated keynote speakers, we are representative of the 'global majority', helping courageous organizations to be led with empathy, equity consciousness and environmental sustainability.

Sports Psychology, Mental toughness & endurance

One on one coaching sessions for and with sports persons and clients: improving emotional and mental skills for performance pre, during and post training; helping with them to sustainably connect to their inner strength, esteem and confidence; identifying and addressing emotional triggers; identifying, reducing and removing performance fears; creation of long term goals in all areas of their life; separating needs from wants; and creating team cohesion and camaraderie. For higher performance. A holistic playbook for all lessons & goals is created with longer term related programs.

Holistic Wellness

Working as the Program Head, Facilitator and Coach at Cityzen & Ecosurgica, Harare in 2019; I developed and Coordinated a holistic wellness program for clients, and related practitioners. The way it worked is that we had a central hub for all activities. We then scheduled practitioners with clients needing a set of wellness services over a specified period of time, for example, a 6 week process.

I developed, coordinated and tested a step by step wellness program that could be replicated. Practitioners included yoga instructors, Pilates instructors, psychologists, nutritionists and art therapists. For future programs, counsellors, wellness instructors, talks and magazine / brochure content around different and varied topics can be added.

Individual and Organizational Counseling

Currently conducting counselling sessions with individuals and organizations. I am on a roster of counselors for Telco Limited staff to help through grief and bereavement they are experiencing over the loss of fellow staff who have passed on from Covid.

Massage Therapy in International Spas and Waters

As an Assistant Manager and Spa Therapist in the Maldives, Seychelles and on Cruise Ships for 3.5 years, my work was a combination of sales and marketing for spa services, management of other spa members including gym personnel and schedules, whilst attending to guests' specific and related needs. With time, I trained as a Massage teacher at the Massage School in Harare, both supporting and working with the head trainer in training new students.

Mental Health

Within the AMARI-African Mental Health Research Initiative, I worked as a Qualitative researcher, (2019-2020); analyzing data of interviews with mental health, neurological and substance abuse (MNS) practitioners, fellows & students to assess opportunities for strengthening MNS research & related policy in Zimbabwe, Malawi, Ethiopia and South Africa; Adjunct work includes producing policy briefs and publication.

Grief & Bereavement

I applied and was awarded a grant to test the feasibility of running a community-based grief & bereavement tool, that was developed in Zimbabwe, through King's College London, UK. Once received and as the Principal Investigator in collaboration with Island Hospice Zimbabwe (2017-2020), I collaborated with local researchers to construct a blueprint for the full project from seeking ethics clearance, recruiting and training research assistants,

supervising data collection, data quality, data entry, analysis and reporting. Some of the researchers are now lead associates in my research agency.

Sexual & Reproductive Health

In 2016, I worked with PSI Zimbabwe as a Qualitative Research Specialist, where I led qualitative research projects aligned with sexual and reproductive health in the country. Some of the projects I worked on include male circumcision, cervical cancer, use of condoms in different populations and other related work. All these topics included a need to understand and relate to socio-cultural and psychological effects of sexual health.

Financial Health

I conducted workshops with Old Mutual staff on Mindset around Money Management. Finances is an area that is not taught in traditional schools, leaving adults growing up with a sense of fear, a sense of lack and poverty around money. This affects their overall decisions in other areas of their lives, taking up time to improving performance and impact in their work and families. Helping staff understand basics around finances is important. I have also created a basic finances course to help people know where they are, where they are going and mindset and physical habits to adopt in using money as a tool to improve their lives and decisions.

Mental Health speaking and coaching engagements

- National radio: Capital talk radio, providing advice on curbing stress as we transition through the pandemic
- Leading remote teams: helping C-suite leaders identify, mitigate & recover from burn-out during the pandemic

ENTREPRENEURIAL-SPECIFIC WORK

Mentor for small business owners and entrepreneurs: International Labor Organization (ILO) & Q Partnership

Provided consultancy services in various aspects of business management, meeting facilitation, strategic planning, sales and marketing, bookkeeping, the monitoring and evaluation of entrepreneurial projects aligned with the ILO Green Enterprise project.

Business Coach: DYL Foundation: online coaching agency

Through my own coaching agency, the DYL foundation, I have created programs and courses helping new entrepreneurs and business owners formulate and realign foundational, sustainable and reusable Business strategy & Business Plan to run and scale up a small organization. More information currently at:

<https://designyourlifefoundation.com/building-your-new-business/>

Additional to the above, is tutoring on setting up, scheduling, that is automating, running and using online social media scheduling platforms to engage with current and future clients. Coupled with all the above, is a short eBook for those wanting to transition from a full time job into running their own enterprise.

Advisor: DYL Foundation

All the above has also proven valuable for bigger organizations who are either re-evaluating their strategies for growth, or were not clear, focused and transparent on all the 5 elements of their strategy. Human capital and talent have been topics that most organizations I speak to, are beginning to pay more attention to. I advise on ways we can leverage and use focused, clear and transparent strategies, to help in the following activities:

1. Identifying, hiring, onboarding, retaining and rewarding talent in line with your business strategy
2. Successfully rolling out culture change and transformation
3. Aligning systems and programs to the purpose and vision

RESEARCH & CAPACITY BUILDING WORK EXPERIENCE

Qualitative data analyst: Centre for Sexual health and HIV/AIDS Research (CESHHAR) Harare, Zimbabwe

Analyzed and reported on 2 programs. The first was a program related to sexual and reproductive health for young women. The second was analysis and reporting on experience of medical personnel at Chinhoyi Provincial Hospital, Zimbabwe, during Covid and with limited resources.

Principal investigator. Consultant researcher. Kings College London & IHH Zimbabwe. 2017-2020

I successfully ran a feasibility cluster trial to test a locally developed grief and bereavement tool. What this involved was developing a detailed protocol approved by the national ethics board, recruitment of qualified research assistants, training them through the protocol, supervising data collection, quality, entry, analysis and reporting. I presented the process and data collected, at the African Palliative Care Conference in Rwanda, Kigali in September 2019. We published the protocol for this study in the International Pilot and Feasibility Journal, and have submitted another article for review.

Qualitative Research Consultant. African Mental Health Research Initiative (AMARI). 2019-2020

There is paucity of data in Africa around mental health and substance abuse. With this project, I analyzed Qualitative data of interviews with mental health, neurological and substance abuse (MNS) practitioners, fellows & students to assess opportunities for strengthening MNS research & related policy in Zimbabwe, Malawi, Ethiopia and South Africa. What this involved, was the creation of data analysis templates; coding, transcribing, analyzing and reporting on the findings.

Qualitative Researcher. Q Partnership. Work with PACT Zimbabwe. 2019

I carried an in-depth analysis of Zimbabwe's civil society context (highlighting CSO financial, technical and human resource sustainability). Starting with desk review of PACT Zimbabwe to understand how their existing sustainability frameworks and activities are and would benefit them in the future, I concluded with advice and activities they could be involved in for increased efficiency and effectiveness

Independent Evaluator: 4children Eswatini, Swaziland & Maestral International USA. 2018

My role in this evaluation, was to document key processes, approaches, successes and lessons learned of 4Children ESwatini's approaches to identify and respond to cases of violence against children and scale up their mechanisms and services. Documentation started with face to face interviews with NGOs, governmental officials and staff from the Ministry of Health across four regions in Swaziland (renamed Eswatini). I created data analysis templates, transcribed, analyzed and reported on findings.

Principal Investigator. Trust Africa. Zimbabwe. 2018

As the principal investigator on the funding landscape in Zimbabwe, I conducted desk review, designed questionnaires, set interview appointments and schedules with NGOs, CSOs and corresponding partners. As I was conducting the interviews, I created data analysis frameworks to act as a container for the data collected. From there, I used these frameworks to systematically analyze and report on key findings.

Business Development & Research Manager. Target Research & Q Partnership. 2013 – 2018

Alongside business development, I had 2 main roles with Q Partnership: The first was as a Research Manager and the second as a project manager. In my role as a Research Manager, I led research projects from proposal writing to research design, training and mentoring research assistants; from supervision to data collection and report writing. With project management, I was the lead on different studies around Zimbabwe. These included: desk and literature reviews, designing research questionnaires, training of researchers on data collection tools, quality assessments, data analysis and reporting on findings through written reports and in-person presentations to clients

Qualitative Research Expert. Independent Capacity Building with TRACE (DAI UK Funded). 2017

With this consultancy, I developed and facilitated workshops in 2 cities for grant recipients. Special emphasis was on the development and use of the following tools: the most significant change stories, success stories, photo voice and case studies. Specific teachings were grounded in how to formulate questionnaires for each

tool, collecting data, creating data analysis templates, coding data with program objectives and outcomes in mind, analyzing data for its relevance and reporting styles to and for various stakeholders from donors to beneficiaries in the communities.

Principal Investigator. Regional Psychosocial Support Initiative (REPSSI). Zimbabwe. 2016 – 2017

I explored and documented psychosocial support for children with cancer, leading the research process from protocol design, to successfully seeking approval from the national ethics boards. I collected primary qualitative data from key informants, hospital staff in the cancer department, caregivers and parents of children with cancer and children (12 years and below) with cancer. Involved in the work were transcription, translating, coding, analyzing and reporting on collected data.

Study Coordinator. GILEAD Sciences Research Scholars Program in HIV. ZIMBABWE. 2016 - 2017

This program was funded through the Children's Hospital of Philadelphia (CHOP) to reduce stigma and to motivate HIV testing in adolescents and younger children. My role was to coordinate and collect information in preparation for the research phase of the project. I obtained local ethics; revised and translated materials into the local language and sought local expertise to refine study materials; collected market research data from the local community, to guide intervention development; created Training materials and an operation manual for approval and future use

Qualitative Research Specialist. Population Services International (PSI) Zimbabwe. 2016

With PSI, I led all qualitative research projects from project design to report writing and training staff. I was the research team link with program teams on research, monitoring and evaluation needs. I conducted quality assurance and quality control of field data collection; proposed and led ethnographic methods new to the organization, including design thinking such as Human Centered Design, that compliment qualitative/quantitative research. In addition, I formulated and implemented a mentoring program for the organization's young professionals

Independent Consultant & Writer on a National Report. UNICEF Zimbabwe. 2015 - 2016

With this consultancy with UNICEF, I was the lead writer and synthesizer on a national report on the social determinants of violence against children in Zimbabwe. It was a multinational study with UNICEF Italy, Peru, Botswana and Zimbabwe. I worked on and produced a systematic review as well as a literature review on violence against children in Zimbabwe.

One of the adjoining activities was to develop a Standard Operation Procedures for basic data preparation, entry and content analysis to present to a local organization we were working with. I then facilitated youth participation in data collection, by training young and new researchers in data collection, analysis and documenting data collated from the workshops they conducted with young children across the country.

Qualitative Data Analyst. OPHID Zimbabwe. 2015

Using the Most Significant Changes (MSC) model, to monitor and evaluate individual, community and clinic changes to understanding demand, and uptake of sexual and reproductive health services by young people. We documented project impact through written reports; and contributed to sustainability of the project by starting a monthly newsletter translated into the local language for the young people.

Consultant. Africaid / Zvandiri Zimbabwe. 2015

We tested the validity of research tools (language and cognitive understanding of questionnaires) for future research projects on HIV status disclosure, stigma and discrimination amongst young people living with HIV. Determined the effectiveness of specific videos produced by Zvandiri to reduce stigma and encourage HIV testing and counseling services amongst young people

Consultant. Regional Psychosocial Support Initiative (REPSSI) Zimbabwe. 2014 - 2016

We conducted an evaluation of a Grief Intervention project performed with young people living with HIV; Coordinated and supported REPSSI's Head of Research on a project examining the efficacy of a peer led grief support intervention for adolescents living with HIV.

My role was to support the application and submission of documents to the national ethical review board, and to provide administrative support for the Certification Course in Community Based Work with Children and Youth offered in 11 countries with approximately 1200 students across sub-Saharan Africa

Project Manager. Chiedza Trust Zimbabwe. 2009 - 2015

As the lead in this program, I managed, facilitated and documented health facility-based psychosocial and clinical support sessions with adolescents living with HIV; monitored effectiveness of sessions through focus group discussions. I trained and supported peer supporters team; conducted resource mobilization, led media participation and developed project proposals

Consultant. MHPSS Sri Lanka. 2014

Working remotely, I conducted desk research of online and social media networking to identify emerging and future trends that would inform MHPSS' strategic planning, particularly in using online and social media to provide services

Associate Research Consultant. Q Partnership And Target Research (PVT.) LTD, Zimbabwe. From July 2013

I prepared draft and conducted interviews on involving key affected populations (KAPs) in Global Fund activities in their new funding model; and trained field researchers. Acted as liaison between field researchers and office staff, monitoring and providing information for and from both parties that ensured accurate data collection and input

SPEAKING ENGAGEMENTS & MEDIA

Speaking in Educational Institutions & Communities

All coaching with young people, typically aged from 16 to 25, was geared to providing them with tools that allowed them to make better choices as they transition into adulthood. Topics were as follows:

1. Leadership workshops with Junior achievement Zimbabwe
2. Self-leadership workshops for the Afriker Dance Arts Trust
3. The Mentor, Mentee relationship at the Elegant Grind organization
4. Women and Self leadership speech at Tafara Community & Nduna girls
5. The importance of knowing oneself at Prince Edward Boys School and Millennial academy
6. Finding one's life purpose at Peterhouse Boys and Girls High School and the University of Zimbabwe

Private Speaking engagements

1. National Women's Day Mindset shift for women in male dominated industries: TelOne & Skin Spa
2. Women of Worth: The importance of knowing your worth, and living by it
3. Entrepreneurial mindset: Tanzania. Talk hosted online
4. Local PechaKucha: Coaching young people

Podcast interviews to date

All podcast links available at: <https://designyourlifefoundation.com/media-2/>

Living integrated by Katie Oldja, USA

Ideas to implementation by Simone Bell, UK

Spiritual Conversation with Jacqueline Claire, USA

Living your intentions with Jennifer Matthews, Australia

Conscious Leadership on the Joy Mogami show, Botswana

Growing Businesses Healthier with Ingrid Thompson, Australia

Curiosity and Consciousness Podcast with Karen Maloney, USA

You can find your purpose, with the Brand To Build Co Podcast, Zimbabwe

Why healing impacts Leadership with Kelly from Consciousness Leaders, USA

Leading Consciously, on the Leaders for Good Podcast with Phil Cross, Australia

Finding your Purpose with Bellona Chapera of Professional Presence, Zimbabwe

Guest Webinars

SOTZIM Make your mark. COVID & Youth Facebook Live

Conscious Leadership with the Alpha Group Foresight Series

Being more conscious to what life can become: the Live and Thrive Network

A-Z Masterclass for building your conscious and spiritual business practice with Joy Mogami

National Radio speaking engagements

Capitalk Radio, Zimbabwe: Managing & preventing stress during the pandemic

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

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

Ex-Board member

An international organization centered on experiential learning in an outdoor environment. Courses were especially designed to develop teamwork, leadership, communication, confidence, and perseverance.



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