

ICF Conference Program

Session 5:

Track 2:

Mmatshilo Motsei

Topic: Life Coaching in Africa: A matter of life and death

SPEAKER BIOGRAPHY

Mmatshilo is a creative strategist, author, poet and healer who has worked as a counselor, trainer, gender consultant and a rural development practitioner. In 1992, she founded Agisanang Domestic Abuse Prevention and Training (ADAPT), an organisation using holistic healing methods to address violence against women in townships and rural villages. In 1995, she was seconded to the Office of the President to oversee the process of developing policy for women's empowerment focusing mainly on the establishment of the National Gender Machinery. In 1999, she facilitated women's training and speak-out sessions on rape during the war in Mogadishu, Somalia. In 2003, she was part of Novib's impact assessment for organizations working in the area of gender violence in South Africa and Zimbabwe. Through her work, she has traveled extensively across Africa, Europe, USA and Australia and has received numerous awards including the International Human Rights Award in New York as well as the United Nations Habitat Scroll of Honour Award for her work in involving men as part of the solution to violence against women. In October 2008, she was a finalist of the Africa Prize Leadership Award, The Hunger Project, New York.

In 2004 she published her first book, *Hearing Visions Seeing Voices* followed by *The kanga and the kangaroo court: reflections on the rape trial of Jacob Zuma* released in 2007. Her next book, "When spider webs unite, they can tie a lion" makes a call for the integration of Afrikan philosophies and teachings in modern innovations. She is also compiling her poetry collection *Moon Dance* for release early in 2010.

ABSTRACT

Life coaching in Africa: A matter of life and death

Using the art of story telling and poetry, Mmatshilo Motsei will share her life lessons and those of rural women who, in their day to day lives, push boundaries in pursuit of their right to livelihood in the time of HIV, crime, violence, corruption, material and spiritual poverty. Further, the talk will outline the connection between modern practice of life coaching with indigenous support systems that were put in place in traditional communities to harness the genius in all humans. Bound by the metaphysical concept of Botho/Ubuntu, elders instilled the value of mutual interdependence as one of the fundamental pillars of life. Finally, the talk raises the question: Considering that we are all infected and affected by the dis-ease in modern society, what role should a modern day western trained life coach play in bringing harmony and balance in a country and a continent ravaged by hunger and despair? What role, if any, should ancient teachings play in formulating a new life coaching agenda?

