



Coffee with Lindiwe

Description

We caught up with Lindiwe Miyambu, AfroCentric's Chief People and Marketing Officer, to discuss authentic leadership and building meaningful connections with employees across the organisation.

Q: Tell us more about your career journey so far – some of the highlights?

A: I grew up and was socialised in a family and a community where serving others was ingrained in me, and that hunger to contribute to others' success was cultivated.

My journey to being attentive to people and to the C-suite wasn't paved with simple victories. My tenure in the public sector served as a rigorous training ground, developing what I call my quieter muscles. The two quieter muscles that grew the most were diplomacy and negotiation skills. There is a very different type of resilience required to navigate the public sector.

I carry that principle into every decision I make, because I'm not just managing HR, but pioneering a moment where people, culture, and brand marry.

Q: What are you most excited about in joining AfroCentric/your new role?

A: I was drawn to the AfroCentric Group by the opportunity to play a significant role in building and strengthening the healthcare industry.

The impact of Covid-19 on our country and the world, combined with being raised by a mother who devoted four-and-a-half decades of her life to an industry that eventually failed her, made me see a chance to pick up the baton at this stage of my career, also in her honour.

I am excited about the combination of brand and people, and the ability to influence directly.

Q: What is your vision for Human Capital and GMCA over the next few years?

A: Over the next few years, the vision for Human Capital and GMCA is centred on creating a seamless connection between brand and people. When these two elements are aligned, the result is a powerful synergy that strengthens both internal culture and external impact.

The goal is to merge strategies that elevate employee engagement while simultaneously reinforcing brand identity in the marketplace.

This integration is not just strategic – it's transformative. By ensuring that the brand resonates authentically with employees and stakeholders alike, the Group can unlock a combination that drives sustainable growth, innovation, and loyalty.

The excitement lies in the potential of this alignment: when people feel deeply connected to the brand, and the brand reflects the values of its people, the outcome is a unified force that propels the organisation forward.

Q: What are your favourite and worst parts of your job?

A: What I enjoy most is listening to people's stories and really understanding their journeys – helping where I can, and uplifting them. That human connection is deeply rewarding. I also have genuine love for working with paper and the structure it brings to my day. There is something grounding about it that I find energising.

The most challenging aspect is dealing with labour issues and restructuring. These processes are often necessary, but they can be tough and emotionally draining because they directly affect people's lives and livelihoods.

Q: What is your top productivity tip to get the most out of your day?

A: I am driven by purpose and impact, and the innovation and advancement of healthcare strategies that will contribute directly to the lives of millions.

Being involved in shaping and driving this agenda helps create a better society, promotes the gradual levelling of access to healthcare, ensures better care and value for every rand spent, and perhaps most importantly for me, supports what I call humanising the world again.

Q: Who inspires you?

A: I draw my greatest inspiration from the strong women in my family – my grandmother and my aunt. Their resilience, wisdom, and unwavering strength have shaped the way I see the world and the values I carry into my work and life. They embody perseverance and compassion, and their example continues to motivate me to lead with integrity and uplift others.

Q: What do you do to relax?

A: I visit Kramerville, which continues to grow my passion for interior design, and I love reading

biographies, from Michelle Obama's to Prince Harry's. There's something inspiring about learning from the lived experiences of others, understanding their challenges, and seeing how they've shaped history or their industries. I feel deeply connected to a global family and live a life as layered as the people I lead.

Q: What are you watching right now?

A: I am drawn to legal documentaries and TV shows – I enjoy the way they unpack complex issues and bring real-world cases to life.

Q: On a three-hour road trip, what is likely to be on your playlist?

A: The soulful sounds of Anita Baker as well as timeless classical music. Anita's is the perfect music of warmth and emotion, while classical pieces create a sense of calm and focus that set the tone for a relaxing and inspiring journey.

Q: Tell us a bit more about your family and history?

A: I was raised by two remarkable women – my grandmother and my aunt. My grandmother cared for me until I was 14, and after her passing, my aunt stepped in and guided me until I was 21. Their strength and love shaped the foundation of who I am today.

Family continues to be my greatest source of joy. I am blessed with three sons and two grandsons, who truly are the light of my life! Their presence keeps me grounded and inspired. I've also been happily married for 25 years – and that partnership has been a constant source of support and happiness throughout my journey.

Q: What is one thing we don't know about you?

A: I'm an interior designer, and I'm truly passionate about it. Creativity and design have always been part of who I am, and I love bringing spaces to life in ways that inspire and uplift.

Q: What is on your bucket list?

A: When it comes to my bucket list, travel is at the top. I would love to explore Italy –the beauty of Lake Como and the charm of Venice. Experiencing those places would be a dream come true.

Q: What brings you joy?

A: The most joyful part of my life is being a grandmother to two wonderful boys. They are my pride and joy, and they keep me grounded, inspired, and full of love.

Category

1. Know your leader