

MINNIE ZONDI

REGIONAL CONTENT RESEARCHER PROJECTS



How long have you been with L2B and what do you do here? I am Regional Content Researcher in the Projects Department. My areas of focus are North West and Africa.

Give us insight into your day to day? I wake up the entire house with praise music and prayer as I get ready - Its a whole vibe. I get to work, do different things between, updating projects, sourcing new projects, attending to queries etc.

What do you enjoy most about your job/L2B? I enjoy my job in an inexpressible manner. The fact that I play a role in assisting industry players by generating raw project leads that have the potential of being converted into revenue, valued for millions of Rands, is a wild concept. That alone gives me so much purpose.

What is the best career lesson you've learned so far? Remain principled, teachable and humble because a surplus of confidence with no character will not only destroy me but it can greatly harm my teams healthy 'ecosystem'.

What is your biggest achievement to date - personal and/or professional? Paying off my student loan, 4 years of re-payments is a lot!

Three words to best describe you: Intuitive, Empathetic, Perceptive

How do you define success? I hardly ever think about success, let alone what it means. Some say it's reaching your goals with high yields of rewards, but I don't know. I have done some pretty cool and rewarding stuff in my young life however I wouldn't call it success.

What gets you out of bed in the morning? Purpose! George Whitefield said, " a man is immortal till his work is done (though God alone defines the work) ". Everyday that I wake up alive, means God is not finished with His plan in me, that is where I find my purpose for daily living, so I get on with what I know to be God's task for my life.

What do you like to do when you aren't working? Reading or studying about existentialism.

What's the most interesting trend you see today? The rapid growth of echo chambers because of social media.

Do you have a favorite website/blog/app? Spotify

How do you balance your career and family? The scale is tipping on this. Work and ministry currently have custody of me at this time.

Favourite song: Ngeke Ng'suke Kuwe by Mmuso Worship

Favourite series: The Chosen

What did 2020 teach you? When humans loose control and a grip on reality, they can be the ugliest and most vile species in all of creation. (We need serious help)