

PREEYA DAYA, PHD

Advancing Conscious Leadership, Human Dignity and Inclusion
Chair, Living Values | Academic | Leadership Consultant | Integral Coach

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Dr Preeya Daya is a scholar-practitioner in values-based leadership, working at the intersection of academia and practice to develop authentic, purpose-driven leaders and organisations. She integrates research, teaching, consulting, and coaching to cultivate conscious leadership that enables dignity and inclusion, creating the conditions for engagement and sustained performance. Her research centres on inclusive, human-centred leadership, with particular attention to the complexities of organisational and societal transformation in South Africa.

She serves as Adjunct Associate Professor at the University of Cape Town Graduate School of Business and as a Research Associate at the Allan Gray Centre for Values-Based Leadership. Building on work initiated through the Values20 South Africa (V20) engagement with the G20, Dr Daya leads Living Values, advancing values-based approaches to more inclusive, sustainable, and just societies.

Preeya serves on the boards of Achievement Awards Group, the Durban Chamber of Commerce, and the Institute of Natural Resources, where she contributes to advancing human development, economic inclusion, and the stewardship of South Africa's natural resources.

1. Education:

PhD (2010): Doctor of Philosophy of Business Administration, (University of Cape Town, Graduate School of Business). Title: An investigation into the relationship between Diversity, Inclusion and Performance. An Empirical Study in a Corporate South African Organisation.

Professional Integral Coach (2025): University of Cape Town, Centre for Coaching.

Certified Integral Coach (2023): University of Cape Town, Centre for Coaching.

Ennea International enneagram facilitator (2018): Ennea International

Master's Degree (2003): Magister Technologiae: Human Resources Management (CPUT). Title: A Competency-Based, Standard-Setting Model of Performance Management.

Honours Degree (2000): Bachelor of Technology: Human Resources Management (UNISA)

Diploma (1998): National Diploma: Human Resources Management (CPUT)

Matriculated (1995): Collegiate Girls High, Port Elizabeth.

2. Present:

Adjunct Associate Professor: University of Cape Town, Graduate School of Business (Appointment April 2026)
Contribute to leadership development across senior, cross-sector cohorts:

-Lecture on Executive Education programmes, -PhD and MPhil supervision, -Collaborative research and teaching with the Centre for Coaching.

Associate of the UCT Allan Gray Centre for Values-based leadership (Appointment June 2024)

Collaborate on research on values-based leadership and transformation in South Africa

-Co- produce the two-part books series Justice, Equality, Diversity, Inclusion and Transformation in South Africa

Chair, Living Values (Effective Jan 2026)

Advance awareness, embodiment and institutionalisation of values in society.

Lead initiative emerging from V20 South Africa (G20 social engagement group – work commenced in Nov 2024).

Academic Director- Achievement Awards Group (Appointment May 2010)

Provide academic and strategic oversight on research, governance and operations

-Drive human-centred change -Produce thought leadership on conscious engagement

Leadership Consulting and Integral coach (Effective Jan 2014)

Work with organisations and practitioners to drive human-centred change that enables engagement and high performance.

-Advise and coach senior leaders on practices that enable conscious leadership, inclusion and transformation.

-Support leaders to deepen their self-awareness to towards anchored behaviour change.

Board Positions

Advance human development, economic inclusion, and the stewardship of South Africa's natural resources.

Durban Chamber of Commerce (Appointed to the Board from the Council July 2025)

Institute for Natural Resources (Appointed Aug 2022)

Achievement Awards Group (Appointed 1 Mar 2020)

Living Values (Values20 South Africa) (NPC formed July 2025)

3. Professional Experience:

Chair, Values20 South Africa: Nov 2024-Dec 2025

Lead the Values20 social stream of the G20 for the South African G20 Presidency

-Contribute to Global Values 20 conversation. -Oversee the development of a Values communique (policy recommendations to the G20) in 2025. -Create awareness of Values in South Africa in 2025. -Strategise for the onward work of Values 20 South Africa which aims to institutionalise Values in South Africa.

Senior Lecturer, University of Cape Town (UCT), Allan Gray Centre for Values-Based Leadership (part-time): June 2021-May 2024

-Teaching and supervision in the field of people management and organisational behaviour on numerous UCT GSB post-grad programmes including Exec Ed, MBA, EMBA, and research supervision on the PhD, MPhil, MBA and EMBA programmes.

Council and Co-Chair/Chair, HR Forum, Durban Chamber of Commerce: June 2021- July 2025

Provide input into the operational strategy of the Chamber and lead the HR Forum which is a think tank on contemporary HR practice aiming to guide best practice in Industry.

Expert Faculty, Get Smarter, Jan 2021- Oct 2021

Thought leader and materials developer for a UCT Programme on developing Executive Leadership Competencies

Course Convenor, Master Start, Feb 2021- Dec 2021

Convenor for Diversity and Inclusion online course accredited by Coventry University in the United Kingdom.

Honorary Research Associate and Research Supervisor, Durban University of Technology (DUT): June 2016-Dec 2023

Co-convene a Ph.D. programme in leadership, systems thinking and complexity for DUT (20 PhD Graduates)

Director, Leadership Dialogue: Feb 2016- May 2021

Senior Consultant to industry, government and advocacy groups on leadership, change management, optimising team and organisation performance and organisation culture issues such as diversity and inclusion and employee engagement.

Research Associate, UCT Allan Gray Centre for Values-based leadership: July 2019- May 2021

Collaboration to produce an edited book: Daya, P and April, K.A. (Eds) (2021) Diversity and Inclusion in South Africa. Randburg: Knowledge Resources

Diversity and Inclusion Consultant, International Water Management Institute (IMWI), July 2015- Dec 2015

Responsible for co-developing and implementing a diversity and inclusion strategy for an organisation which spans 10 African and Asian countries.

Research Associate, University of Cape Town, Graduate School of Business, Jan 2014- Dec 2015

Conducted research and ran an MBA diversity and inclusion elective

Senior Lecturer, University of Cape Town, Graduate School of Business, April 2010- Dec 2013

Taught people management and organisational behaviour for Executive Education and on the PGDIP and AIMS programmes. -Collaborated on diversity and inclusion publications with academics from University of Southern California and Alliance University in San Diego (Research Sabbatical).

Human Resource Project Manager, The South African Breweries Ltd. April 2007-Feb 2010

Responsible for researching, designing and implementing HR-related projects to enhance business performance of the Cape Region (Eastern and Western Cape with operational turnover in excess of R3.5 billion).

HR Specialist (HR Manager/Business Partner), The South African Breweries Ltd. Feb 2005- March 2007

HR Business partner to executive and management team responsible for managing the full HR value chain of Cape Peninsula District (largest District by volume in SAB Ltd. with an operational turnover in excess of R1,5 billion).

HR Consultant, Comparex Africa (Now Business Connexion), Jan 2003 - Jan 2004

Supported the development of best practice to enable smooth Human Resource Information Systems (HRIS) rollouts.

Special projects officer (HR), Government of London: Transport for London, Street Management, Feb 2001 - Oct 2001

Responsible for re-engineering performance management in an organisation of 1000+ employees.

Independent Consultant, Dec 1999- Dec 2000

-Consulted to small businesses in HR/OB, -Wrote a labour law manual, -Supported the production of the 'funding' section of the Development Co-operation Report II for the South African Ministry of Finance.

4. Books, book chapters, peer-reviewed articles, industry and white paper publications:

Publications relate to values-based leadership, human-centric cultures, strategic people management/organisational behaviour and inclusive transformation in South Africa.

Books

1. Daya, P. & April, K.A. (2021). 12 lenses into diversity in South Africa. Randburg: Knowledge Resources

Book chapters

2. Daya, P. & Jere, M. (2023). Communication for Diversity and Inclusion – A South African perspective, *In Beyond the Dark Arts – Emerging issues in social responsibility and ethics in marketing and communication*. (pp.209-226). (L Brennan, K Kubacki, L Parker, E Chorazy and M Jackson). https://doi.org/10.1142/9789811276064_0011
3. Daya, P. Employment equity legislation (2021). A review on progress between 1999 and 2020. *In 12 lenses into diversity in South Africa*. (P.Daya and K.A April). Randburg: Knowledge Resources.
4. Daya, P & April, K.A (2021). Diversity in South Africa, locating the discussion. *In 12 lenses into diversity in South Africa*. (P.Daya and K.A April). Randburg: Knowledge Resources.
5. April, K.A & Daya, P. (2021) Consolidation: Connecting the dots in a diverse South Africa. *In 12 lenses into diversity in South Africa*. (P.Daya and K.A April). Randburg: Knowledge Resources.
6. Daya, P. and April, K. (2017). Practical Considerations for the Management of Diversity and Inclusion in an Emerging Market Context: A South African Case Study. *In Management and Diversity*. Emerald Publishing Limited.
7. Mor Barak, M.E. & Daya, P. (2013). Fostering Inclusion from the Inside Out to Create an Inclusive Workplace: Corporate/Organizational Efforts in Society and the Community. *In Diversity at Work: The Practice of Inclusion* (B.M. Ferdman & B.R. Deane, Eds.). San Francisco: Jossey Bass.

Peer-reviewed papers

8. Proches, C.G., Daya, P., Strayer, J., Leask, C., Mngadi, N., de Lange, C., and Gunlaugson, O. (2024) Exploring the role of Dynamic Presencing in a group coaching training context for fostering transformative leadership development in disruptive times. *Frontiers in Psychology*. (15):1352828. doi: [10.3389/fpsyg.2024.1352828](https://doi.org/10.3389/fpsyg.2024.1352828)
9. Haniff, N., and P. Daya. 2023. "Distributed Leadership: A Model for Student Leadership Engagement". *South African Journal of Higher Education* 37 (4), 102-22. <https://doi.org/10.20853/37-4-5078>.
10. Malila, C., Daya, P. & Bick, G. (2023), "The future of work: A hybrid work model in a public sector organisation", *Emerald Case Centre*.
11. Mhlongo, T., & Daya, P. (2023). Challenges faced by small, medium and micro enterprises in Gauteng: A case for entrepreneurial leadership as an essential tool for success. *Southern African Journal of Entrepreneurship and Small Business Management*, 15(1), 1-12.
12. Khoele, A. and Daya, P. (2014). Investigating the turnover of middle and senior managers in the pharmaceutical industry in South Africa. *SA Journal of Human Resource Management*, 12(1), p.10.
13. Daya, P. (2014). Diversity and inclusion in an emerging market context. *Equality, Diversity and Inclusion: An International Journal*, 33(3), pp.293-308.
14. Daya, P. and April, K.A. (2014). The relationship between demographic groups and perception of inclusion in a South African organisation. *South African Journal of Business Management*, 45(2), pp.25-34.
15. Daya, P. (2014). The End of Diversity As We Know It: Why Diversity Efforts Fail and How Leveraging Difference Can Succeed. *Equality, Diversity and Inclusion: An International Journal*.

Industry articles

16. Taala, M., Daya, P., & April, K. (2023). Perceptions of retentions and resignations among race groups: An 'inclusive' company case study. *Effective Executive*, 26(4), 46-87.
17. Syster, C., Daya, P., & April, K. (2023). Factors affecting marginalization and discrimination of women in senior leadership: An exploration of the manufacturing industry in South Africa. *Effective Executive*, 26(2), 24-51.
18. Rapiya, A., April, K., & Daya, P. (2023). Leader identity dissonance: Spirituality challenges of black African professionals in the workplace. *Effective Executive*, 26(1), 45-89.
19. Daya, Hinton, Schiff and April (2020). *The journey to conscious engagement*. Achievement Awards Group.
20. Daya, Hinton, Schiff and April (2019). *Human-Centred employee engagement*. Achievement Awards Group.
21. Daya, Hinton, Schiff and April (2018). *Understanding employee engagement*. Achievement Awards Group.

22. Daya, P. and Ritacco, G.A. (2013). *The Science of Motivation: An overview of primary motivation theories*. Achievement Awards Group.
23. Daya, P. and Ritacco, G.A. (2013). *The Science of Motivation: Implications of motivation theory*. Achievement Awards Group.
24. Daya, P. and Ritacco, G.A. (2013). *The Science of Motivation: Theoretical comparisons of content and process theories*. Achievement Awards Group.
25. Daya, P. and Ritacco, G.A. (2013). *The Science of Motivation: Theory, research and practice*. Achievement Awards Group.
26. Daya, P. and Maharaj, N. (2013). *How to Create Employee Engagement in Organisations: an overview of the drivers and characteristics of engagement*. Achievement Awards Group.
27. Daya, P. and Maharaj, N. (2013). *Theory and definitions of employee engagement: An overview of the history and meaning of engagement*. Achievement Awards Group.
28. Daya, P. and Maharaj, N. (2013). *Practical Implications of Employee Engagement for Organisations*. Achievement Awards Group.

White papers

29. Values 20 South Africa (V20 SA). (2026). Values 20 South Africa, Communique/ Policy Recommendations to the G20. www.values20.org

Dissertations

30. Daya, P. (2010). *An investigation into the relationship between diversity, inclusion and performance: an empirical study in a corporate South African organisation* (Thesis). University of Cape Town, Faculty of Commerce, School of Management Studies.
31. Daya, P. (2003). *A Competency-based, Standard setting model of performance management* (Thesis). Cape Peninsula University of Technology, School of Management Studies.

5. Supervision

Student supervision relates to inclusive transformation in South Africa, employee engagement, human-centred/purposeful workplaces and other concerns relating to strategic people management and organisational behaviour.

PhD: 3 graduates, 2 current students.

MPhil: 1 graduate, 1 current student.

EMBA: 5 graduates.

MBA: 20 graduates.

6. Key Events and Webinars

Public Engagement in values-based leadership, human-centric leadership, strategic people management/organisational behaviour and inclusive transformation in South Africa

Participated in/hosted 39 events hosted since 2019.

Values20/G20 South Africa events and symposiums: 9

Keynotes: 6 (includes Ted X, Singularity South Africa, and Values20 South Africa)

7. Conferences (Academic and Practitioner)

Conference participation related to the presentation of research on values-based leadership, human-centric cultures, strategic people management/organisational behaviour and transformation in South Africa

12 academic conferences

6 practitioner conferences