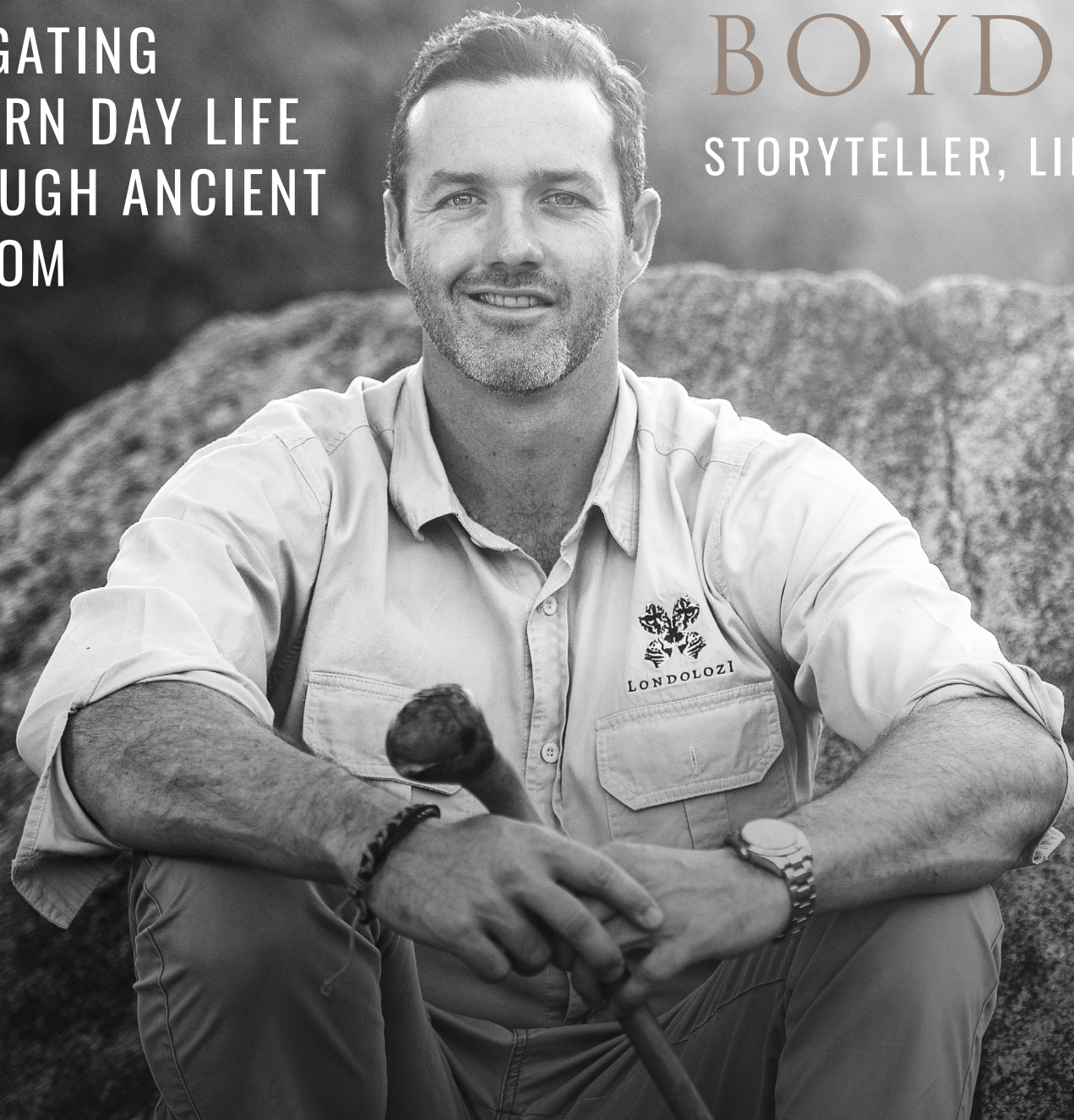


NAVIGATING  
MODERN DAY LIFE  
THROUGH ANCIENT  
WISDOM

BOYD VARTY ©

STORYTELLER, LIFE COACH, TRACKER



MEDIA KIT



# BIOGRAPHY

Storyteller, Life Coach, Tracker,  
Wildlife & Literacy Activist



Boyd Varty is a wildlife and literary activist, as well as a tracker, life coach, storyteller, and the author of *Cathedral of the Wild* and *The Lion Tracker's Guide to Life*. He earned a psychology degree from the University of South Africa and is a certified Master Life Coach, as well as a TED speaker. His speech on Nelson Mandela reached more than 1.7 million views.

Born and raised at Londolozi Game Reserve in the South African wilderness, in a family of conservationists, Boyd had an unusual upbringing. He lived in a place where man and nature strive for balance, where perils and wonders exist side-by-side.

Founded more than 90 years ago as a hunting ground, Londolozi was transformed into a nature reserve in 1973 by Boyd's father and uncle, both visionaries of the restoration movement. Not only is the place a sanctuary for the animals, it is now a place where ravaged land can flourish and the human spirit can grow. It is a place that has grown legends like Nelson Mandela, who sought solace in Londolozi following 27 years of imprisonment.

Since childhood, Boyd has shared his home with lions, leopards, snakes, and elephants. He grew up speaking the local language and learning how humans and nature can naturally and beautifully coexist.

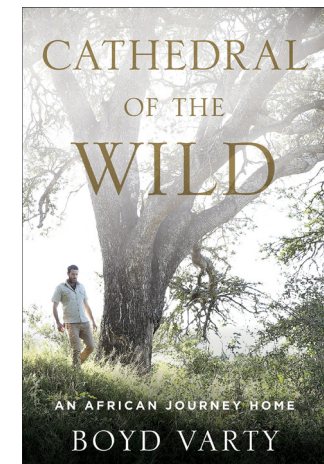
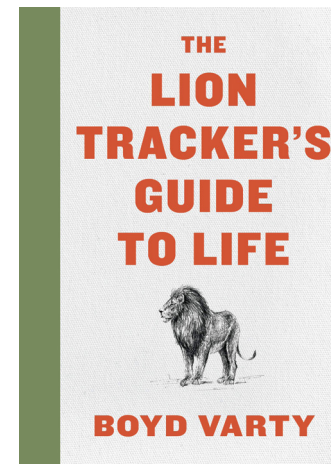
He has spent the majority of his life in apprenticeship to the wisdom of nature and though he has survived a harrowing black mamba encounter, a debilitating bout with malaria, and a vicious crocodile attack, his biggest challenge has been overcoming a personal crisis of finding purpose.

As a university student, Boyd studied psychology and ecology, supplementing his education by learning martial arts in Thailand, hiking through the jungles of the Amazon, and apprenticing with a renowned tracker from the Shangaan tribe, ultimately deepening his relationship and knowledge of the natural world.

Like a tracker, he continues to follow unconventional paths. He has worked intensively over the past seven years in ceremonial spaces

as an apprentice to a Peruvian shaman, while generating his own system of coaching called "Track Your Life," which draws lessons from the ancient form of tracking to motivate individuals to uncover their purpose and building more meaningful lives.

Boyd has spent the last ten years refining the art of using the wilderness - and the tracking mindset - to create deep introspection and personal transformation in others. At the core of his work, Boyd is driven toward healing, wildness, and wholeness. He coaches individuals in both South Africa and the U.S. where he connects people to nature and to their own internal tracking system. His philosophy and story has been featured in *The New York Times*, *NBC*, and more.



## PODCAST

# Track Your Life

with Boyd Varty



There are over 40 000 accounts of mystics going into the wilderness. Why?

Why has the mystic and the natural world been intertwined with symbolic meaning and the path of awakening to a different way of perceiving life since the beginning of human experience? On the 1st of April Boyd realized a lifelong dream as I go into the wilderness alone for 40 days and 40 nights to try and answer that question from inside that experience.

Explore the archetype of the mystic in nature.

How his state of consciousness changes outside of the structures of modern life.

Explore the dynamics of solitude and what it means to be wild.

For many years Boyd has dreamed of doing this experience but to find 6 weeks to be alone has always been a challenge. Yet now with the arrival of this very strange time on our planet and a global shutdown due to pandemic it suddenly feels like the moment has arrived. For a moment the world has gone into a collective time of reflection. It seems like we are realizing our relationship with nature must evolve and we are certainly being asked to think about the way we live. Amidst the terrible suffering that has come with the virus there is also a collective reimagining and it seems inside of this context the right time for this encounter.

Boyd moved to a wooden deck overlooking the Sand river at the Londolozi Game Reserve, bordering the Kruger National Park in South Africa, to live alone for 40 days and 40 nights. During this time he will meditate, contemplate, read, practice yoga and also spend hours in the African wilderness practicing the ancient art of animal tracking.

Each day Boyd shares a short recording of his day with the world at large as a way to reflect and share his journey with people who may be isolated all over the world. The audio card will be dropped daily via Tree Mail at a designated spot where his team will find it and upload the episode.

**A note from Boyd:** I believe that when we become quiet enough in nature we may have the chance to hear the sound current of life speaking through creation. It is my hope that this sacred voice will find its way through me into the world. I truly have no idea where it will go but I hope you will join me on this adventure into nature.

# AUDIENCE ENGAGEMENT



Podcast Downloads: 50 000 - 100 000 (Launch Date 01 April 2020)

Top 100 Apple Podcasts - Religion & Spirituality: USA, Canada,  
Great Britain, Australia, Germany, France, Sweden, Netherlands, Ireland, Switzerland, UAE  
Ave Duration: 14 min

Londolozi Guests Per Year: 15 000

 Combined Boyd Varty & Londolozi Instagram Followers: 90 000  Combined Facebook Followers: 35 000



# PODCAST REVIEWS

“

“Boyd’s adventures in and of themselves are worthy of five star reviews, but what I love most about this podcast is looking at life through his lens. It offers a unique perspective that beautifully reveals that hidden web woven through all of creation. This podcast is a true gift.”

“Boyd is one of the best storytellers in the world. He weaves tales in a soothing voice and brings me back to Londolozi’s magic and serenity. This podcast is a gift. Thank You Boyd.”

“Boyd Varty is showing us how a brave soul is transforming this new world by going into nature to find the depth of humanity’s soul. Thank you for being brave enough to leave civilisation behind... and to take us all with you!”

“This is a podcast that everyone can benefit and enjoy regardless of your background or interest.  
At our roots, we all long for nature.”

“It’s hard to imagine that one could share, on a daily basis such profound and wonderful wisdom. Boyd’s ability to weave myth and tales through the present moment while calling on his own personal journey is such a rare gift.”

“Boyd takes the art of spinning a yarn to a new level - weaving a tapestry of experience, insight and the magical interplay of humanity, wildlife and the land that supports us all. What is most appealing to me is that he goes way beyond poetry and pontification. Boyd is quick to find the humour in his experience.  
Somehow that makes it more real and accessible.”

“This is the most beautiful, calming, relatable in some way and grounding thing I’ve come across. Love how quickly Boyd goes from mystery and depth to humanness. Can’t wait for more episodes.

“This is a wonderful podcast to listen to. I listen daily and it feels like I go on a small adventure. I have felt inspired to slow down and learn from Boyd’s experience. I highly recommend this podcast.”

”

# THE LION TRACKER'S GUIDE TO LIFE

Tracking is the first story that humanity ever told. It takes you places that you never would have expected to go.

Somewhere deep inside, you know what your gift, purpose, and mission are. Boyd Varty, a lion tracker, life coach, and gifted storyteller reveals how ancient wisdom can teach you how to recognize the essential ingredients that create a meaningful life.

Everyone is trying to find their path in life, whether it's making the next career move, choosing a partner, navigating relationships with family and friends or carving a different route.

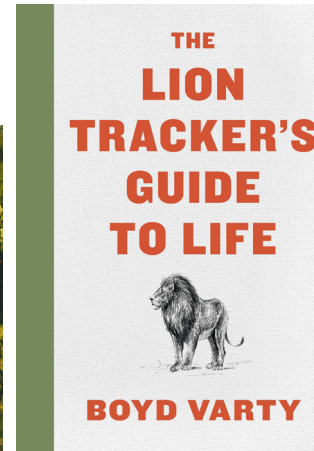
Trackers undertake the mission of conserving wildlife by navigating trails, dirt roads, watering holes, and riverbanks, carefully following clues to better understand the way nature evolves.

Know how to navigate.

Don't worry about the destination.

Stay alert.

These are just a few of the strategies that contribute to both successful lion tracking and building a fulfilling life. What will it take to build a life that feels like a fuller expression you and your creative potential? People who learn to "track" create lives that are unique, unconventional and full of



purpose. The life tracker builds an outer life that is a deeper reflection of their inner values by paying attention to their surroundings while tracking their internal guidance system.

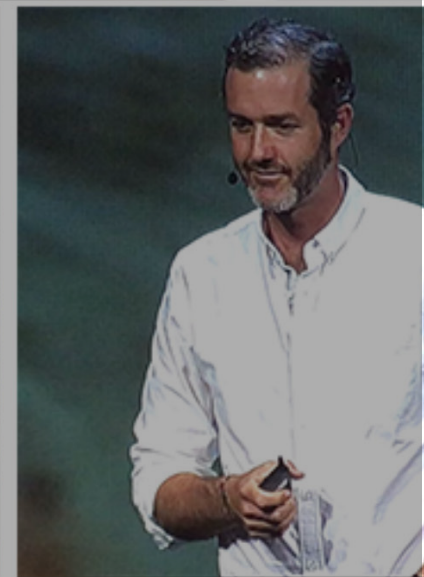
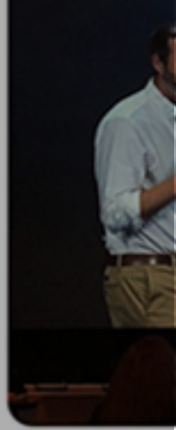
In *The Lion Tracker's Guide to Life*, renowned author, life coach, and tracker Boyd takes you on a journey across the wilderness of South Africa.

Joining Boyd and his companions on a safari adventure, we are immersed in the South African bush. We learn the skills required for actual lion tracking, but the takeaways are guiding principles and strategies that can be applied to our everyday lives. Trackers learn how to use all of their senses to read the environment and enter into a state of "greater aliveness." When we learn to find and follow our inner tracks, we learn to appreciate what is deeply important.

*The Lion Tracker's Guide to Life* is about connecting with nature, in the outside world and within. The ancient art form of tracking awakens a primal magnetism and understanding in people. People have a fundamental desire to connect with nature and the natural world speaks to us with wisdom we desperately need to better our lives.

Tracking is science, a mythology, an art form, and a toolkit. This book is a journey about the quest to track a pride of lions, which exists to help readers blaze the trail of their own life, and discover their true purpose.







# SPEAKING ENGAGEMENTS



Morningstar Investment Conference

**MORNINGSTAR**

ArtAngles



TED Women

**TED**

Google

**Google**

Coca Cola Leadership Summit

*Coca-Cola*



# PHILANTHROPIC EFFORTS



Boyd Varty is the co-founder of Good Work Foundation (GWF), the creator of Africa's first digital learning campus model for rural communities. The non-profit is widening the world for a new generation of rural South Africans and educating more than 7,000 learners per week and more than 26,500 per year.

In 2005, Boyd Varty and Kate Groch built a preschool in the remote South African town of Philippolis, with nothing more than a building manual, faulty water pipeline, and small beat-up car.

What started as a team of two has turned into a revolutionary program. The Good Work Foundation's mission is to revolutionize education, and since its inception, thousands of individuals from around the world have rallied a tribe to support the cause. GWF has leap-frogged tradition, focusing on the English language, digital learning, and environmental and creative literacy.

They utilize innovative technology and curriculum, from mobile-based learning environments to digital whiteboards and ipads. The foundation has set up four digital learning centers which has helped thousands of rural individuals become digitally literate, from toddlers all the way up to seniors. Grandchildren often attend classes with grandparents, both learning how to plug into the digital world together.

For more information, visit the Good Work Foundation website or join the tribe at [www.goodworkfoundation.org](http://www.goodworkfoundation.org)



*Reimagine Education With Us*

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# TESTIMONIALS

“

Boyd's unique combination of wisdom, humor and spirituality makes him a captivating speaker. He keeps diverse audiences in rapt attention and gales of laughter and leaves them moved.

---

Boyd truly speaks the language of the world's wild places. He has a way of making you feel that you're sitting at your campfire at dusk in the depths of Africa and the first lions are beginning to roar.

---

There's something that we have called “the Boyd effect”. When Boyd is talking, his audience is both completely captivated and jumping out of their seats to take action to build their village and reconnect with nature. His heart-centred, spiritual approach never fails to connect with people from all backgrounds, uniting them in their common humanity.

”





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