

HH SAYYIDA BASMA AL SAID

Mental Health Specialist | Clinical Hypnotherapist |

Renowned International Speaker

Muscat, Oman

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PROFILE

With over 26 years of experience as a Mental Health Clinical Counselor, HH Sayyida Basma Al Said is a distinguished figure in the field, renowned for her expertise and unwavering dedication. She is the visionary founder behind Whispers of Serenity, the first-of-its-kind mental health clinic in the Sultanate of Oman, and the Not Alone mental health campaign.

Specializing in hypnotherapy and PTSD treatment (grief and loss) across a wide range of disorders, Sayyida Basma has provided invaluable support to numerous individuals seeking mental well-being. In addition to her clinical expertise, she is acclaimed as an international speaker, having delivered three TEDx talks and being featured twice in Forbes US and in Forbes MENA for her outstanding contributions. Her talent for inspiring and educating audiences worldwide has made her a highly sought-after speaker in the field of psychology and mental health.

Sayyida Basma established the Not Alone campaign to raise societal awareness about mental health and its significance. This initiative stands as a testament to her unwavering dedication to improving the well-being of individuals and fostering positive change in society by providing support and resources to those struggling with mental health issues.

In addition to her clinical and advocacy work, she has played pivotal roles in supporting victims of violence and abuse, extending her aid to refugees in camps, and actively engaging in educational initiatives to raise awareness about various forms of abuse.

Recognized as one of the country's 50 influential women shaping the nation's development, honored by the first Honorable Lady of Oman on Omani Women's Day 2020. Additionally, she has been appointed as the International Social Responsibility Ambassador by The International Union for Social Responsibility for five consecutive years (2020, 2021, 2022 and 2023), and welcomed as a distinguished member of the Medical and Health Programming board by the World Humanitarian Forum. Notably, she holds the distinction of being the first Oman Arab judge for the Diana Awards, a charity dedicated to honoring Princess Diana's legacy.

EXPERIENCE

Founder and Head Psychotherapist

Whispers of Serenity Clinic | Muscat, Oman

2011 – Present

- Conduct mental health counseling sessions.
- Provide individual, couples, and family therapy.
- Offer hypnotherapy, relaxation therapy, and Bach flower therapy.
- Lead training sessions and workshops.

Mental Health Counselor

Sultan Qaboos University | Muscat, Oman

2001 – 2011

- Counseled mental health patients.
- Conducted relaxation therapy sessions.
- Facilitated group therapy sessions.
- Presented to 6th-year medical students.
- Counseled cancer patients and sickle cell working groups.
- Conducted workshops for elderly patients.

EDUCATION

Honorary Doctorate

Youth Volunteer Projects | Dubai, UAE

2015 – Present

Master's degree in health counseling

Curtin University of Technology | Australia

2008

Bachelor's degree in Mental Health Counseling

The University of Jordan | Jordan

2001

PROFESSIONAL TRAINING

Stress and Related Disorders: The Latest from Neurobiology to Treatment

Harvard Medical School | 2020

Prolonged Exposure Therapy for PTSD (including grief and loss) Training

Harvard Medical School | 2020

Positive Psychology Training

University of North Carolina Chapel Hill | 2020

Psychological First-Aid Training

John Hopkins University | Maryland, USA | 2020

Healing Through Arts Training

University of Florida | 2020

Business Coaching Training

University of Michigan | May 2014

Clinical Hypnosis Training

EKAA Foundation | Dubai, UAE | October 2013

Bach Flower Remedies Training

Bach Flower Centre | UK | January 2013

Mind and Body Well-being Training

Benson-Henry Institute for Mind-Body Medicine, Harvard University | June 2011

Psychometric Training

PLC Opening Mind | Kent, UK | December 2010

Counselling Refugees and Immigrants Mental Health Training

North Perth Migrant Resource Centre | Perth, Australia | August-November 2008

Training in Mental Health Counseling, Sexology, and Eating disorders

Research Associate - Mental Health Training King's College Hospital | Guy's, UK | July – August 2003

SKILLS

- Bilingual (English and Arabic)
- Individual and Group Therapy
- Mindfulness and Relaxation
- Art Therapy
- Hypnosis
- Family, Couples, and Marriage Counseling
- Life Coaching
- Sexology
- Dealing with Victims of Abuse
- Personality Tests
- Communication
- Motivational Speaking

PROFESSIONAL ASSOCIATIONS AND COMMUNITY SERVICE

- Serenity Global - a **platform uniting mental health professionals** worldwide to connect, share expertise, and deliver workshops, training, and discussions for aspiring psychologists and the Omani community.
- Facilitated Healing Circle – a **Support Group** that provides a safe space **for both Palestinians and non-Palestinians in Oman** who may be struggling with the impact of war in the region. The circle offers comprehensive emotional and psychosocial support while addressing trauma.
- Introduced The Diana Awards Charity, dedicated to fostering creativity, humanity, and mental health awareness, among the youth of Oman.
- Conducted a **PTSD awareness talk at the Za'atari Refugee Camp**, the largest camp for Syrian refugees in Jordan, in September 2022, focusing on the psychological impact of war aftermaths on families, particularly women and children.
- Spearheaded the *Pause. Breathe. Choose. Campaign* in partnership with the Ministry of Health Oman and the World Health Organization Oman, aimed at **fostering mental health and well-being** across

all demographics, with a specific focus on **addressing the challenges** posed by the **COVID-19 pandemic** outbreak.

- Launched Not Alone: Healing Beyond Aftermath, a groundbreaking **mental health webinar** in Oman, aimed at providing support during challenging times and emphasizing the power of solidarity in overcoming adversity.
- Provided **counseling services at Soup Kitchens and Teenage Runaway Centers in Michigan and Detroit, USA**, supporting vulnerable individuals in overcoming their challenges and navigating through difficult circumstances.
- Launched the **Inspire Me initiative** targeting young adults and college students, fostering leadership skills, and empowering them to shape their futures. Organized monthly sessions featuring accomplished individuals sharing their success stories and offering valuable insights to **inspire youth in forging successful careers**.
- Conceptualized and launched **women's retreat program**, fostering self-development and appreciation among women through relaxation and engaging activities.

The Phoenix – Latest retreat held in Sri Lanka in January 2018, continuing the journey of self-discovery and empowerment.

Me, Myself and I – Inaugural retreat hosted at Damaniyat Islands, Oman in March 2016.

More than a Woman – Tailored for professional working women, the second retreat took place at The Chedi Hotel in April 2016.

Clarity – Held in Salalah, Oman in August 2016, focusing on stress management and team dynamics.

- Pioneered in launching various creative approaches to raise awareness about mental health topics in Oman:

Mental health movie night, a curated monthly screening of movies addressing various mental health issues, followed by engaging discussions led by a team of psychologists.

Featured in *Times of Oman*: [Link to article](#)

Awareness Through Creativity, a mental health-theme art competition: Link to [first](#) and [second](#) parts

Walkathon for Mental Health, engaging the community into raising more awareness on mental health issues through a fun and interactive way: [Link to the video](#)

Not Alone Stories, an event where each story serves as a powerful reminder that no one is alone in their mental health battles and that there is always hope amid darkness.

- Supported professional health and disability-oriented civil organizations.

PROFESSIONAL AND SOCIAL MEMBERSHIPS

- Board Member, ISPCAN International Framework for Child Sexual Abuse Response
- Assistant Director, Middle East Psychological Association (MEPA)
- The First Oman Arab Judge, The Diana Awards
- Board Member, Medical and Health Programming for World Humanitarian Forum
- Associate Lecturer for Wellness, Jimmy Choo Academy | London Fashion Academy
- Honorable Member, Advisory Board Committee for the 2nd Annual GOV Youth Summit
- Member, The American Psychological Association (APA)
- Member, Child Abuse Prevention Committee in Sultan Qaboos University
- Member, Committee for The Development of Psychological Services, Ministry of Health
- Member, Association for Small and Medium Enterprises in Muscat
- Member, Omani Medical Specialty Board
- Member, Omani Women Association
- Patron, Naba Al Asalah Omani Team (لاعمانية)
- Patron, International Volunteers Oman
- Member, American Economic Empowerment Fellowship Program

PUBLIC AND PRIVATE MEDIA CONTRIBUTIONS

Magazines (Digital and Printed)

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|--------------------------|---------------------------------|
| • Vogue Arabia | • Entrepreneur Middle East |
| • Harper's Bazaar Arabia | • Global Women Magazine UK |
| • Marie Claire Arabia | • A&E Magazine |
| • Vanity Fair | • High Profile Magazine |
| • Net-A-Porter | • Al-Mara women's magazine |
| • Grazia Magazine | • Architectural Digest magazine |
| • The WORLD Magazine | • GQ Men's |

Television and Radio Interviews

- CNN Arabia
- BBC
- Forbes US and MENA
- Local and regional TV/Radio Programs in Oman

PUBLIC APPEARANCES, TALKS, WORKSHOPS, AND WEBINARS

2025

- **Round table consultant – Supreme Council for Motherhood and Childhood**
Smart Upbringing: Strong Generations built on Sound Psychological Foundations
Abu Dhabi | February 2025

2024

- **Series of Support Group for National Autism Centre Oman**
Muscat | November- December 2024
- **Keynote Speaker – Recognizing and Addressing PTSD in Child Abuse Survivors**
The 8th Regional Conference on Child Protection from Abuse and Neglect | KSA | November 2024
- **Keynote Speaker – Understanding the Profile and Psychology of Child Sexual Offenders**
The 8th Regional Conference on Child Protection from Abuse and Neglect | KSA | November 2024
- **VIP Speaker – Women and their Golden Years: Her Phases of Life**
Forum for Motherhood and Childhood | Abu Dhabi | October 2024
- **VIP Panel Speaker – No Health, No Wealth**
WE Convention | Dubai | April 2024
- **Judge – The 25th Anniversary of the Diana Award— Legacy Awards Ceremony**
Selected to be seated along with HRH Prince William of Wales | London, UK | March 2024
- **Main Panel Speaker – Emotional Literacy’s Best Ambassadors**
Forbes US 30/50 Summit for Women’s Day 2024 | Abu Dhabi | March 2024
- **VIP Keynote Speaker – Importance of Mental Health**
Fahim Foundation | Cairo, Egypt | February 2024
- **Guest Speaker – Mental Health First Aid in the University**
American University of Cairo | February 2024

2023

- **Main Speaker – Tackling Mental Health Issues with Creativity**

Akademy Club (The Intellectual Members' Circle) | Dubai | December 2023

- **Mental Health First Aid in the Workplace**

Oman Airports | Ominvest | ASYAD Express | Muscat, Oman | November 2023

- **Main Speaker – Tackling Mental Health Issues with Creativity**

Akademy Club (The Intellectual Members' Circle) | Dubai | December 2023

- **Guest Speaker – Mental Health First Aid in the University**

American University of Sharjah | Sharjah, UAE | October 2023

- **Chief Guest of Honor and Keynote Speaker – Navigating Your Ultimate Mental Health and Well-being**

GOV Youth Summit | Abu Dhabi, UAE | October 2023

- **Panel Speaker – Exploring Mental Health in a More-Connected World**

Forbes Middle East Healthcare Summit 2023 | Abu Dhabi, UAE | October 2023

- **Keynote Speaker – Mental Health First Aid for Medical Students**

College of Medicine and Health Sciences, Sultan Qaboos University | September 2023

- **Panel Speaker – Discover Peace**

College of Medicine and Health Sciences, Sultan Qaboos University | September 2023

- **Keynote Speaker – Talk about Acceptance**

Global Women Summit 2023 | London, UK | August 2023

- **Workshop Presenter – Aspects of Group Therapy**

Middle East Psychological Association (MEPA) | Kuwait, | March 2023

- **Keynote Speaker – How to Have it All While Being Sane**

WE Convention (Women's Empowerment Convention) | Dubai Opera House | March 2023

- **Panel Speaker – Women Change-Makers Shaping the World and Winning Hearts**

WE Convention (Women's Empowerment Convention) | Dubai Opera House | March 2023

- **Panel Speaker – Psycho-social Effects of Digital Violence FemParl MENA III**

Nominated Delegate and Oman Representative by Canadian Embassy

Amman, Jordan | January 2023

2022

- **Keynote Speaker – Creating Sense of Belonging Everyday**

Sharjah Entrepreneurship Festival 2022 | Sharjah, UAE | December 2022

- **Panel Speaker - Promoting Child Wellbeing: Lessons from COVID-19**

World Innovation Summit for Health (WISH), Doha, Qatar, October 2022

- **Mental Health Speaker - Overcoming Trauma with New Age Therapies**

Hamad Bin Khalifa University | Doha, Qatar | October 2022

- **Judge for Ehsaan Gulf Competition for Volunteering and Community Participation**

Muscat, Oman, October 2022

- **Mental Health Keynote Speaker – University of Technology and Applied Sciences**

Muscat, Oman, October 2022

- **Panel Speaker – Agents of Change (online)**

FORBES MENA | September 2022

- **Health & Wellbeing Speaker – IKEA Oman**

Sleep Festival | Muscat | September 2022

- **TEDx Speaker – “Passion and Creativity”**

Muscat, Oman

- **GOV Youth Empowerment Summit Speaker**

June 2022 | Dubai, UAE

- **Master for Master Class – PlayBook (Mental health)**

Bahrain | May 2022

- **Workshop on Diplomatic Etiquette and Code of Conduct – Ministry of Foreign Affairs Oman**

February 2022 | Muscat

- **Workshop and Talk Facilitator – Floating on Cloud 9: An Experiment**

Al Quoz Art Festival by AlSerkal January 2022 | Dubai, UAE

2021

- **Honorary Guest Speaker - Online**

Miami Modest Fashion Week | USA December | 2021

- **TEDx Speaker for University of Strathclyde - Online**

TEDxTalk | Glasgow, Scotland | October 2021

- **UN Women UK delegate - Online**

Commission on the Status of Women | United Kingdom | March 2021

2020

- **Standing Committee on Human Rights and Peace (SCORP)**

MEDSCO Child Abuse Panel Discussion | December 2020

- **Keynote Speaker – Webinar for Mental Well-being & Resilience During COVID-19**

Higher Institute of Health Specialties | Oman | July 2020

- **International Guest Speaker – Webinar: Learn What It Takes to Become & Stay Top of Your Industry** Global Business & Motivational Experts Concerning Today's Youth

WinTrade Global Talks | London, UK | July 2020

- **VIP Speaker – Webinar: Our Mental Health During Home Quarantine**

Oman Power and Water Procurement Co. (NAMA Group) May 2020 | Oman

- **Guest Speaker – Webinar: Elevating Mental, Physical Health & Well-being in Coping with COVID-19**

The Nine Training Center | Bahrain | May 2020

- **Discussion Panelist - Wellness, Well-being & Welfare: Discussing the Pressing Issues Concerning Today's Youth**

The GOV Youth Summit | Dubai | March 2020

- **VIP Speaker - Be an Influencer and Driver for Positive Change**

The Global Women's Forum | Dubai | February 2020

CERTIFICATION

Certified Hypnotherapist, The American Psychological Association

AWARDS

- 2025 International Ambassador, CSR Regional Network
- 2024 International Ambassador, CSR Regional Network
- Sustainable Leader of the Year 2023, HR GOV Youth Summit Abu Dhabi
- International Social Responsibility Ambassador, International Union for Social Responsibility (IUSR)
- 2023 International Ambassador, CSR Regional Network
- Mind and Well-being Icon of the Year 2022, Signature Magazine
- One of the 100 Most Influential Arab Personalities in the Field of Social Responsibility, The Arabian Stories

- Ambassador of 2022 International Social Responsibility Congress (ISRC)
- Diana Awards Judge for 2022 and 2023
- One of the 50 Women Making their Mark in the Region in 2022, Arabian Business
- 2019 and 2020 International Ambassador, CSR Regional Network
- Academic and Researcher in the Field of Mental Health, 2020 and 2021
- Woman of the Year 2016, Al Mara'a Magazine
- 2016 and 2015 Awardee, ECCO Extraordinary Women Award and GR8 Women Achievers Award

Useful links to browse my work:

LinkedIn: <https://www.linkedin.com/in/dr-alsayyida-basma-al-said>

Instagram: <https://www.instagram.com/basmaalsaidofficial>