



Grow Your Network Grow Your Business

Mckinsey identified the ability to connect and network as one of the top three requirements for consultants and sales people globally in 2013.

In the “Grow Your Network, Grow Your Business” presentation you will:

- Realise the importance of developing your own personal brand
- Access the power of LinkedIn as a business development tool
- Determine how to identify the power brokers in networks, i.e. connectors and mavens, and how to leverage those relationships
- Gain insight into the “Mars and Venus” of networking across genders
- Learn how to “work” a room by discovering your own unique networking style
- Design and deliver your “elevator speech”

Testimonials from previous clients:

“Just a brief note to thank you for an exceptional presentation this morning. As mentioned, I did not think I could pick up any new tips on networking, but I certainly did. All good wishes for continued success in the future.”

Joan Joffe, ex-CEO Vodacom



“I travel the world visiting our different offices and I was deeply impressed by your presentation at the Grant Thornton conference. You took a topic that I thought I knew a lot about and breathed fresh air into it and our business. Three of our very senior partners came up to me at tea and said you were the best speaker Grant Thornton has had at their conferences. And they’re a very tough audience to please-congratulations and thank you.”

Edward E Nusbaum, CEO, Grant Thornton



“Just a word of thanks for the amazing workshop you delivered to our staff at our conference. Your Networking slot was the highlight of the session and the delegates are actually still raving about it. Very seldom do you walk out of a workshop feeling inspired, gaining a skill and having a light bulb moment. This accomplished all three!”

Mteto Nyati, Managing Director, Microsoft SA



“Wow! Wow! Wow,!I am amazed at the overwhelming response we have received from our clients!! You certainly helped us make this first Leadership event successful and I truly cannot express my gratitude. Not only was the content applicable and relevant but your delivery exceptional!”

Nicholas Le Roux, Marketing Director SA, Travelport



“What sets Helen apart as a speaker is how she made us look at our networks in a new light. The take home value was exceptional. She gave us practical tools that my staff can use at this conference and with our clients in the future. Her style is engaging and often very humorous and in the evaluations our delegates gave it a five star rating.”

Garth Collins, Chief Executive, Sun International





Profile of Helen Nicholson

Helen Nicholson is a “Business Networking” specialist. She has a BCom degree from Wits University where she studied to be an accountant.

After working in the financial services world in SA, Helen lived in the Middle East for five years where she developed and sold her own successful business in Dubai before returning to South Africa. She gained international corporate experience in the IT industry, co-ordinating the marketing Middle East operation for Novell.

On her return to SA, Helen consulted and lectured at Wits Business School, where she still guest lectures on the MBA programme and on various in-company programmes. She also lectures at GIBS and the UCT Graduate School of Business.

Helen has a bi-monthly regular column in the Star Newspaper on the power of Networking. Helen is the director of The Networking Company, specialising in teaching people to ‘Grow your Network, Grow your Business’. She recently published the business best seller: “Networking – How to get your black belt in business success.”

Helen is a passionate South African and thrives on the meaningful work she does as a consultant in the area of leadership development. Her clients include FNB, Standard Bank, Citidel, Investec, Ernst & Young, RMB and Old Mutual.

Helen is a mentor at Shanduka Black Umbrellas for aspiring black entrepreneurs and is a founding member of the Professional Speakers Association of South Africa. She is a single mother of identical twin girls, and is an avid reader and runner.

Helen completed the New York Marathon in 2011 and said it was one of her life highlights.