

JUANITA VORSTER

SPARRING PARTNER FOR LEADERS

IT'S LONELY AT THE TOP

It's often hard to get answers that challenge you as leader rather than please you, and question that help you to see those challenges from an objective, big picture angle.

IT DOESN'T ALWAYS HAVE TO BE

Leaders need a space where ideas can be tested, assumptions challenged, and difficult decisions unpacked without judgement.

A "sparring session" is a 2-hour conversation that doesn't follow a set agenda but rather a framework proven to keep the focus on the big picture of sustainable business strategy and operations.

Juanita acts as a trusted strategic thinking and sparring partner who helps leaders broaden perspectives and sharpen decision-making so they can lead with greater clarity, confidence, and accountability.

OUTCOMES FOR LEADERS

- Lightens the mental load of a leader by cutting through the clutter and focusing on what actually matters.
- Helps to take strategy off paper and into the business.
- Creates a confidential, impartial, and independent space for a business leader to unpack, consider, vent, focus and find clarity that turns into renewed vigour.

ABOUT JUANITA

Juanita started her journey from employee to self-employed to employer in 2011 without any managerial experience or business administration qualifications.

Her early business decisions were guided by her intuition and in line with her principles that still hold true today. Juanita's intuitive approach proved to be successful, as her company reported profitable growth every year since its inception with impressively high staff and client retention.

At the end of 2025, Juanita spun off the major operations division of her 7-figure company and handed ownership to her employees, giving them a head start in building their own micro-enterprises. She further supported the success of this transition with funding and training for each new business owner.

