

# JUANITA VORSTER

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.

## FORMALISED FRAMEWORKS

In 2019, acclaimed "CEO Expert" Roger Harrop invited Juanita to co-author updates to his widely used business guidebooks originally published in 2005:

- *Staying in the Helicopter - the key to sustained profitable growth*
  - *WIN! How to succeed in the new game of business*
- and supporting frameworks:
- *Electrify your profitability*
  - *Rewired leadership for today*
  - *Solving the people puzzle*
  - *Sparkling sales in good times and bad*

Since then, Juanita has been delivering speaking and consulting services based on these solid foundations combined with her own experience and knack for systems thinking.

## OUTCOMES FOR CLIENTS

- clarity on the true big picture of the business
- simple and effective frameworks for sustained profitable business growth
- refreshed perspective on old and new challenges
- energised teams with a unified focus

## AVAILABILITY

At the end of 2025, Juanita spun off her company's major operations division 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.

This transition created the opportunity for more business leaders to secure Juanita for:

- advisory services
- leadership "sparring" sessions
- event speaking slots
- masterclass facilitation
- strategy session facilitation

