



# STAYING IN THE HELICOPTER®: THE KEY TO PROFITABLE GROWTH

*Regain your focus - Hone your strategy - Propel your organisation forward*

It is important, particularly in these ever-changing times, that as a key leader of your organisation you take time out, step back from the business and review your strategy. This session will help you to work as hard ON a business as you work IN it.

## WHO WILL BENEFIT?

Anyone running – or involved in the running of – a business, whether for profit or for social impact.  
(Business and franchise owners, CEOs, C-level Executives, Senior Managers, Boards, Trustees, Directors etc.)

## HOW WILL IT HELP?

This programme, which is centred on two main themes of “Staying in the Helicopter®” and “Keeping it Simple” will show you how you can:

- Explore every aspect of your business and yet maintain a laser beam focus on the big picture,
- Identify and concentrate on the really important business issues,
- Improve your own effectiveness and hone your business management skills,
- Achieve significant growth in sales and profits, and
- Take away practical action learning that will successfully impact your business and your own personal life when implemented.

Juanita is a successful entrepreneur who also holds the designations of Certified Director (SA) and certified Ethics Officer.

Because of this she is uniquely positioned to give practical guidance on how to do better business better in a world that keeps changing.

Her high energy delivery style always leads to audience comments of feeling inspired with renewed hope and the phrase “I never thought about it that way!”

"Fantastic - I feel like I've done an MBA in half a day!"

"It was a tough session indeed, but yielded results beyond my expectations. Good balance between structured and socially flexible."

"Juanita was excellent, I enjoyed the session that was full of energy, engaging and helped me rethink."