



## Areas of Expertise

- Believe in your Brand
- The power of Networking
- Axonify: Micro-learning
- Linked-In workshops

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# Helen Nicholson

Helen Nicholson has been called "The Networking Queen" by many of her clients. She is the director of The Networking Company, specialising in teaching people to Master the art of business networking. She has recently published the business best seller: "Networking- How to get your black belt in business success"

## Keynote Topics

### 1. Grow your Network. Grow your Business

- Realise the importance of developing your own personal brand
- Understand why Networking is the No 1 critical success skill for business people identified by Insead Business School
- Gain insight into the "Mars and Venus" of Networking
- Learn how to "work" a room by discovering your own unique networking style
- Design and deliver your "elevator speech"
- Where to go to expand your business network

### 2. Leverage LinkedIn

With close to 275 million members, LinkedIn has become the world's largest online business networking site. No longer just a tool for job searchers, LinkedIn has become the premier social media site in online revenue generation and reputation management. Other than Facebook and Twitter, LinkedIn is strictly business - and has become a "secret weapon for B2B activities" such as:

- Replacing cold calling
- Generate sales leads
- Finding the Decision maker

In this presentation you will learn to:

- The secrets to optimising your profile
- Develop a LinkedIn marketing plan
- Best practice amongst LinkedIn leaders
- Why your profile is NOT your CV

### 3. Brand (ME) Pty Ltd

Discover how professionals can move beyond their technical expertise to become powerful personal brands, thought leaders and expert relationship builders. It is a given that professionals are technically competent. In the current competitive professional services environment, successful individuals need to stand out. The key to becoming a thought leader is through cultivating networks and building relationships with both colleagues and clients.

- Identify your strengths as a key factor in building a powerful personal brand
- What is your "coffee stain" that could potentially be holding your brand back?
- How do you maximise all your Personal Branding touchpoints eg. email, meetings, presentations and functions.
- Learn the secrets of how introverts network
- Design and deliver your "elevator speech"