

significant SUCCESS

Kate Webb Nelson-Marlborough Network Coordinator

Looking back, it feels as if my personal jigsaw contained all the pieces the whole time but hey, isn't it so easy to 'rewind' when you have the instructions? The wonders of hindsight! However, as we all know, turning the clock back is not an option.

I've learnt a considerable amount over the past three decades – about people, business, self-motivation, and life! All of this learnt from the ground up, dispersing solid roots into my foundations and force-feeding them with sheer tenacity, persistence, and enthusiasm. I now rejoice in the fact that things have never felt better but, if the truth were known, my path has taken some interesting turns along the way....

After a somewhat chaotic childhood – challenging adversity head-on – I set up home on my own, at what I now consider was a tender age: 16. Carving a career for myself in the cutthroat industry of recruitment with head held high, I had a somewhat enormous 'chip' on each shoulder, thinking that the world owed me a living!

I now appreciate that this was all part of my protection shield and, thank goodness, I had some armour. The hustle and bustle of the corporate world gained me new vision – yes, it allowed me to learn an amalgamation of different business facets but I was working with some of the toughest and most demanding personalities I'd ever faced; thrusting myself into an avalanche of new responsibility and accountability! Had I taken the right path?

I began reaping the rewards pretty steadily – although, little did I know, I would end up paying the ultimate price. I began to ride an emotional rollercoaster of experiences, which, five years later, taught me first hand how the negative effects of professional 'burnout' could catapult you into a world of desperation and despair.

Reaching an all-time low, which would ironically later pave the way to success, I realised there was no other option than to forge forward; placing my past experiences in a casket like hidden treasure and adorning the key as a trophy of my intrepid journey so far. This reinvention of my inner strength beckoned the way forward for me and I embarked upon a transformational journey with a positive attitude and a feisty new zest for life – bravely and occasionally looking back on those 'wobbly moments' with careful reflection!

I've since worked hard to transform an 'everyday existence' into a life of excitement, significant success and endless opportunity. My journey to date has seen me make a permanent life changing move to New Zealand from the UK with my husband and 2 young daughters. Successfully expelling myself amongst the Marlborough and Nelson business communities, I admit I've taken some brave steps in the process; at times risking a great deal! But you have to be 'in to win' as they say, so risk taking is part of the bigger picture.

I'm the proud owner and principal consultant of Distinction BDM Ltd – an independent business development and marketing consultancy that I've successfully built from scratch. I am resolute in my passion to continually develop my own skills and abilities, and highly endorse the practice of surrounding oneself with a sound advisory board.

I instantly recognised, and acted upon, an immediate opportunity to become franchisee of a brand new Her Business Network - setting up the



Nelson-Marlborough branch last spring. I couldn't watch such an exciting opportunity pass me by! I knew that it was now or never, and if there's one thing the past has taught me, it's to grab every opportunity with both hands and sometimes a head-dive!

To be able to bring highly dynamic and experienced role models and entrepreneurs to the top of the South Island, names including: Suzanne Paul, Pearl, Carmel Fisher, Fiona Powell and, of course, Annah Stretton...well, it's just fabulous! And the support has been phenomenal. The magnificence that the magazine derives alone is just further enhanced by the motivational and beneficial connections that are made amongst a 'talent pool' of skills and experiences – a multitude of 'pure genius' in the female form – and I am certainly steadfast in my commitment to make this network an undeniable resource to women in the region.

The branch ethos filters through intricately to my consultancy work under the 'Distinction' umbrella – conducting personal development coaching and concentrating with passion on my key subjects of Business Strategy, Marketing and HR. In a motivational capacity, I like to share my experiences with others, in what I trust is an inspiring and down-to-earth manner; drawing upon professional and personal encounters and focusing on how we can use motivation to stay positive, focused and energised.

I'm a firm believer in the power of positive thinking and in challenging ourselves to abort our comfort zones and reach for our explicit potential. I have another new business venture in the pipeline, so the jigsaw is always growing, but I'm determined never to lose that key to the 'casket of hidden treasure', for it is that which has unlocked an irrefutable future for me.

WHERE IT'S ALL ABOUT THE DETAIL

DETAIL

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Barbara Ann Guiney

Soul Energy Counselling Limited (SEC Limited)

Business Description: SEC Ltd is dedicated to assisting people in achieving work/life balance with simple, natural methods.

Role/Title: Director

Hardest thing about starting your business:

Starting a company in a new country all by myself! After selling everything I had owned for a lifetime, except what would fit in four suitcases, I arrived alone in New Zealand in 2005 not knowing a soul. I spent time interviewing and learning what people here like, who they are and what they require to live happier and healthier lives. I began sharing information (writing articles, lecturing, and teaching classes, etc.) and helping people remove negativity from their lives to realise their dreams, and my business took off!

Best thing about having your own business:

Being able to express myself daily without anyone else's restrictions. When I wake every morning I look at the day as a blank canvas ready for me to lovingly create a colourful mosaic of opportunities to help and inspire people,

while still having time to learn and grow as an individual.

Date the business was founded: May 2006

What made you start the business: I am a Canadian/American and this was my business in North America, as I love helping and inspiring people to be all that they are meant to be and can be!

Future goals and aspirations: To continue to share this information around the world, expand my own personal horizons and continue to improve myself.

Valuable learning experiences: The best lessons I have learned while studying with masters (Dr. Deepak Chopra, Dr. Eric Pearl, and Dr. Ann Wigmore, among others) is to be myself, honour my truth, always act from love and be in service to others.

Hero/Role model: Normal everyday courageous people who lovingly live their truth against all odds and are being the best they can be while helping others to do the same.



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Johanna Prendergast

idesign web limited

Business description: In today's technology rich world your business's website is an important, if not the most important, component of your marketing strategy, which is why our philosophy is to build websites that stand out in the crowd! idesign achieves this by applying six key components to all websites we design: Attractive design, Quality backend - means your website will work how it is promised to. Usability, Search engine optimisation and Ongoing support. Marketing perspective - not only are we strong technically, but due to our marketing background we utilise marketing principles and sales techniques throughout your website. We can help you decide on what type of website you will need, both in functionality and within your budget, and we stay around to help you and your website grow.

Online portfolio visit www.idesign.co.nz. Contact us for a free no obligation quote.

Role/Title: Managing Director

Number of employees: Two full-time developers and contractors

Hardest thing about starting your business:

Taking the first step and believing 'I' could do it. After that cold calling (telemarketing) - the

cheapest and most effective way for a new business to get enquiries and the most boring!

Best thing about having your own business: Satisfaction - I started idesign over 18 months ago and everyday I am proud of what I have achieved so far.

Date the business was founded: 27 April 2006

What made you start the business: I had been working in the industry for a number of years but could not achieve the quality product and service that I strived for, due to factors outside my control. So one day I decided enough is enough... I can do this better myself!

Future goals and aspirations: Get married, have a family and manage idesign part-time.

Valuable learning experiences: PLAN - continually develop your business and marketing plans, keep your records up-to-date, always know where your business is and where you want it to go.

Hero/Role model: My parents, Christine and Trevor Prendergast, who brought up seven kids fantastically, with love, religion, great morals, motivation and the belief that we have the power to do ANYTHING we put our mind too!



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