

## **BETTY MWAURA | PROFILE**



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### **Betty Mwaaura- MA (Project Planning and Management), BED (Applied Sciences and Technology), Diploma in Entrepreneurship-USIU**

- I help Entrepreneurs to systemize their businesses, increase revenues, stabilize sales and build reliable teams that in turn build the business to scalable heights.
- I help SME'S to critically look at their businesses through business plans and give them strategies that will grow their enterprises to the next level
- As a Business Coach, I advise and assist entrepreneurs, professionals and consultants who would like to monetize their skills and help them in choosing the best business options and ideas.
- I help high potential professionals create a profitable business around their Knowledge, Experience, Expertise and Gifts
- My Dominant Personal and Business guide is the CREATOR Archetype and enables me to offer transformational services to my clients. My strength is in provoking significant change and energy in personal and business situations
- My ability to cross-pollinate solutions from unexpected sources is a great value addition to those who interact with me. I will look for alternatives, harvest creative ideas, and connect the dots in unusual or unexpected ways, blazing new trails in being / doing.

## SKILLS

- Business Acumen- Identifying potential and monetizable business opportunities.
- Packaging knowledge, skills, expertise, experience into a profitable business
- Strategic Business thinking and knowing current business trends
- Creativity, and experience in identifying and solving issues facing businesses.
- Digital Marketing- funnels
- Online Entrepreneurship
- Identifying business strengths and weaknesses
- Making recommendations through innovative thinking
- Determining business issues and needs,
- Stabilizing and developing strategic planning
- Negotiation and networking

Betty started her training and coaching career in the leading telecommunication company Nairobi, Kenya. She was the top in sales, customer service and training. Working her way up through investing in top coaching programs around the world, Betty is unapologetic of the crazy success she has created for herself and her clients. She has advised top businesses in the sales, people management and self-management areas. Her Insight in business matters is evident every time she embarks on a project. She believes everyone has some secret brilliance and lives for people who can be unapologetic about their business and personal success.

Her role as lead consultant for Royale Training & Consulting Ltd has broadened her skills as a trainer in the soft skills sector making her an expert in the field. Betty has been involved in notable training projects for critical groups in the whole of East Africa. In particular, she has trained on:

- World class customer service
- Personal development
- Leadership & Management skills
- Supervisory skills
- Coaching and Mentorship
- Business skills
- Communication skills
- Work ethics and etiquettes
- Selling skills

## **EDUCATION**

Betty holds a Master's Degree from The University of Nairobi in Project Planning and Management and a Diploma in Entrepreneurship from United States International University. She is also a Bachelor of Education degree holder from Kenyatta University. A trained Coach and Mentor by the British council, Betty has had tremendous success helping people move from one level of achievement to another. She is also a trained trainer from Kenyatta University.

She hasn't stopped learning. She has undertaken different coaching programs including the John Maxwell Leadership Program, Lisa Nichols 3 days to a profitable coaching business, Lucrative Ladies sales course United Kingdom and many others

## **ACCOMPLISHMENTS**

- I have helped several SME's move from informal setup to formal set up e.g. Register their businesses, employ staff through an organized process and develop a clear plan to move their businesses forward. Together, we have worked out their goals, and reached them faster
- I have been able to suggest specific tactics and actions which have helped my clients grow their businesses quicker and more efficiently
- I have given countless clients structured support, accountability and encouragement, so they get things done.
- I have been trusted advisor to keep them in check
- Over the years, I have been able to help my clients get that strategy into action, to test what works and what doesn't in a particular situation.

Something personal about Betty is she loves a good laugh, loves reading and travelling to exotic destinations. A good hug and an intelligent conversation makes a great unwinding session. Betty shares her best business secrets, as well as help her client's cultivate a life of true freedom, purpose, and fun.