

Business Transformation Strategist Mickey Roothman elevates businesses in minutes!

- Mickey identifies blind spots and gives strategic solutions to Businesses by telling CEO's what they NEED to hear, and not what they WANT to hear.

South Africa. (October 2016) – Business Transformation and Brand Strategist Mickey Roothman walks into a meeting, asks a few questions about the business and can within minutes identify shortfalls and give Business owners simple yet innovative solutions and creative strategies to elevate their business to the next level.

Business owners walk away amazed and with a bigger business model, a clearer vision and actionable affordable strategies they can implement straight away to get the results they want and elevate their business to greater levels than they initially thought they could reach.

When she walks into a room you can tell that you are in the presence of knowledge, creativity and a passion to help others to succeed. She epitomizes class, style, grace and trendiness, and is always abreast of the latest strategies and systems that grow businesses faster and with ease. “Business owners are looking for fast, cost effective solutions to grow their businesses, and it is my job to conceptualize innovative, creative and actionable ideas and strategies that will render effective results for them in the least amount of time, so I need to be abreast of the latest tools and platforms to do so all times” says Mickey.

“Business owners tend to get stuck on working on the transactional aspects of their business instead of focussing on the transformational aspects of the business which is what promotes growth and continual congruent innovation. They do not see the blind spots from the inside, and often it is simple yet effective strategies and solutions they need to implement to grow their business and

expand their vision” says Mickey. This is why new and existing entrepreneurs turn to Mickey Roothman for help when they are stuck, struggling or facing challenges in starting, building and growing their businesses.

“Often company directors miss critical shortfalls that could be costing them thousands if not millions a month. From their branding to their team, I check everything to see that it is aligned with the vision, the mission and the positioning of the brand as well as what would work in the marketplace,” say Mickey.

Directors, CEO’s and Management shake their heads in disbelief as Mickey brings to their attention small mistakes and simple solutions that will get them unstuck and elevate their businesses and brands to greater heights instantly when implemented. Known for her no-nonsense approach, Mickey who is a serial entrepreneur and has been in branding, strategy, creative marketing and the corporate world for over 14 years, says she tells business owners what they need to hear, not what they want to hear to ultimately get the results they want. And her results are nothing short of phenomenal.

Amongst the various businesses founded by Mickey Roothman over the past 6 years, is the Intelligent Millionaires Network Gauteng Chapter which she co-founded with great success in April 2016. With over 25 chapters worldwide, this exclusive global network creates platforms for entrepreneurs to engage with and learn from high level entrepreneurs, investors and potential partners both locally and globally.

Apart from being a Business Transformation and Brand Strategist and Entrepreneur, Mickey is a highly sought after platform speaker and business coach guiding young and existing entrepreneurs into creating and establishing successful businesses and brands. She speaks to and coaches business leaders, entrepreneurs and their teams on business growth strategies, personal branding and mindset to name a few.

Mickey is also a published international author. In August 2016 Mickey released “From Fed Up To Fabulous”, an international inspirational book which she initiated and co-authored with 6 other highly successful business women from 6 different countries. “From Fed Up To Fabulous” reached best-selling status in the Woman’s Personal Growth Category within 2 days after its release on Amazon. Her book has also made her a sought after inspirational speaker at woman’s events and on platforms geared at inspiring, uplifting and supporting woman in business.

Mickey was awarded the 2015 Connector Award by World number 1 Wealth Coach, JT Foxx from the USA, for her strengths in connecting people and utilizing her skills in building relationship capital. She has also been nominated by the Woman Of Substance Organization’s Woman Of The Year Awards as Woman Entrepreneur Of The Year as an inspiration and mentor to other women in business. The awards ceremony will take place in March 2017.

“I live out my passion and purpose everyday by elevating new and existing entrepreneurs, and particularly women in business through coaching and speaking. My mission is to help as many people as possible to find their passion and purpose and turn it into successful businesses. I am a huge supporter of women’s, children’s and animal welfare associations which are causes that lie very close to my heart.”

THE END

For more information visit: www.mickeyroothman.com and
www.fromfeduptofabulous.com



Mickey Roothman (pictured above)

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