

(Professional Profile)

# **Business & Life Transformation Coach, Speaker, Author, Strategist & Entrepreneur Mickey Roothman elevates businesses and changes lives in minutes!**

- Mickey identifies blind spots and gives strategic solutions to Individuals & Businesses by telling them what they need to hear, and not what they want to hear.

---

**South Africa. (October 2016)** – Business & Life Transformation Coach & Strategist Mickey Roothman walks into a meeting, asks a few questions about the individual or the business and can within minutes identify shortfalls & obstacles and provide simple yet innovative solutions and creative strategies to elevate them to the next level to reach their desired goals..

These individuals walk away amazed and with a clearer vision, an actionable plan and affordable strategies & tools that they can implement straight away to get the results they want and elevate to their highest potential.

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 create the lives, careers & businesses that they want. She epitomizes class, style, grace and trendiness, and is always abreast of the latest technology, creative strategies and systems that helps you grow faster and with ease. "People are looking for fast, cost effective solutions to change their lives and their businesses, so I need to be abreast of the latest tools, strategies, techniques & solutions out there all times, which is why I remain teachable and keep learning" says Mickey.

"Most people and businesses tend to get stuck on the transactional aspects instead of focussing on the transformational aspects of their lives or business which is what promotes growth, transformation 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 reach their desired goals" says Mickey. This is why CEO's and individuals turn to Mickey Roothman for help when they are stuck, struggling or facing challenges in their businesses or lives.

Directors, CEO's and individuals shake their heads in disbelief as Mickey brings to their attention small mistakes and simple solutions that will get them unstuck and elevate them to greater heights almost instantly when implemented. Known for her no-nonsense approach, Mickey says she tells her clients 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.

Being an entrepreneur herself, Mickey is the owner of a variety of businesses, and has her own successful coaches and mentors that she learns from and turns to for guidance as well.

What many don't know about Mickey is that she spent some time in ministry in her late 20's and early 30's guiding and mentoring several young adult ladies, on their journey to building a relationship with their Higher Power and to stepping into their purpose to be all that they can be. This was the beginning of Mickey's ongoing passion to work with women to teach them how to change their limiting beliefs and mindset, and ultimately embrace and love their authentic selves, in order to live out their passion and their purpose both in life and in business.

Apart from being a Coach, Strategist, and an Entrepreneur, Mickey is also a highly sought after platform speaker inspiring, teaching and guiding audiences in creating a life, career & business they love on their own terms.. She regularly speaks to and coaches business leaders, entrepreneurs and their teams on a variety of business & personal development topics.

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.

Her second book collaboration was published by the leading South African Media Company Carpe Diem Media on 23 February 2019 where she co-wrote the book "Maak dit gebeur. Maak dat dit saak maak – 'n Besluiteboek" with 41 other South African thought leaders and experts in life and business transformation.

She was also a finalist for the Woman Of Substance Organization's 2016 Woman Of The Year Awards in the category Woman Entrepreneur Of The Year for being an inspiration and mentor to other women in business.

"I live out my passion and purpose everyday by guiding others on the path to creating the lives and businesses they want through coaching, teaching and speaking. My mission is to help as many people as possible to find their passion and purpose and turn it into a successful life that they love living. 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 power of love & truth transforms and builds – but the love of power breaks down and destroys" - Mickey Roothman

**For more information visit:** [www.mickeyroothman.com](http://www.mickeyroothman.com) and [www.fromfeduptofabulous.com](http://www.fromfeduptofabulous.com)

*Mickey Roothman (pictured above)*

**For Media Interviews and bookings contact:**

Lorraine Heinrich  
[admin@mickeyroothman.com](mailto:admin@mickeyroothman.com)

**For more information about Mickey's books & services:**

[www.mickeyroothman.com](http://www.mickeyroothman.com)  
[www.fromfeduptofabulous.com](http://www.fromfeduptofabulous.com)  
[www.voelgoed.co.za](http://www.voelgoed.co.za)