



Publication		
DURBAN NORTH NEWS		
Page	Date	AVE (ZAR)
5	Wed 22 Aug 2018	9898.75



Wendy Richards

Business coach ranked in top 20

Business coach, Wendy Richards, from the award-winning ActionCOACH Ignite, was recently ranked 13th in South Africa, out of over 50 business coaches.

After an early career in various service sectors, Richards carved a name for herself in the marketing world of various industries. She emigrated from the United Kingdom to South Africa in 2003 and since then has owned and operated three successful businesses, all of which she was able to build and sell. She then entered the field of Business Broking, owning her own franchise of a national brand. During this time she won numerous awards and was recognised as a leader in her field. All of this experience contributed to her discovering her ultimate passion, that of coaching business owners to achieve success.

"I owe my success to my clients who take action on my coaching advice. Seeing them grow their

turnover and continue to thrive makes me extremely proud," said Richards.

Since becoming an action coach a year ago, she has enjoyed coaching various businesses from the printing, manufacturing and service industries.

"Having worked in the business broking industry I regularly encountered businesses that would have greatly benefitted from the business coaching process and in turn would have been able to sell their company for a far higher price," she explained.

Richard's areas of expertise include marketing, communication, business development and growth, networking and professional coaching.

"My top tips for business owners is to take action: plan ahead and prioritise, be strategic, develop systems and grow yourself in order to grow your business," concludes Richards.