

Brenda Hector

ActionCOACH[®]
BUSINESS COACHING

“Whether you think you can, or you think you can't – you're right.”
– Henry Ford



Entrepreneurial

A serial entrepreneur, I have over 16 years of experience as a business owner. I have been there, and I know exactly the highs and lows my clients are facing.



Well-qualified

I am a committed lifelong learner. I have a BSc, MSc and PhD in scientific subjects, and returned to my studies to do an MBA in 2015–18. I have an investigative mind and a wealth of business acumen which I will apply to help your business grow and prosper.



Keen to Learn

I know there is no end to the knowledge available to us and I find coaching and mentoring incredibly beneficial to both parties. I actively support my clients in their continued personal development.



Experienced

My experience covers a wide range of industries including:

- Hospitality, food and beverages, weddings and events
- Retail
- Agriculture
- Charity and not-for-profit
- Academia and research
- Childcare services
- Subsea technology
- Oil and gas
- Manufacturing
- Diversity & inclusion

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Working with an ActionCOACH really helps – to have someone hold up the mirror for you to see your strengths and weaknesses. Having someone to guide you through your business and define areas for you to tackle takes a lot of stress out of planning and really helps you focus in quickly on what matters. It really does equip you with the necessary tools for success.

Sarah Harley, Margaret Duffus Leasing

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There's less talk and there's more action than before ... I definitely feel more in control.

Karen Russell, Norsesea UK

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The benefit of working with ActionCOACH and the team is actually being really focused and clear and having a plan. I've only been working with Brenda for a short period of time, and already I can see huge potential. It's like moral support or guidance from someone that's not in the business.

Debbie Rennie, Instinct Marketing and PR

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It's a good investment and it can actually help increase turnover and productivity.

Craig Five, Baxter Design Company



My approach...

As your business coach, I will:

Build a relationship with you and become part of your team

I am committed to helping you achieve your business and personal goals, whether that be business growth, increased profit, a better work life balance ... or a sports car!

Provide an external perspective

My objective viewpoint, questions, observations and insights will help you make the changes that you need to stay competitive.

Focus on your success, and guide you with positivity

I will use the proven and world-famous ActionCOACH system to educate and empower you to make the changes necessary to reach your goals. My mission as a business growth specialist is to help you to:

- ✓ Increase your turnover, margin and profits
- ✓ Turn marketing into an investment rather than an expense
- ✓ Recruit, motivate and retain a winning team of employees (or contractors)
- ✓ Put systems in place that provide consistent results
- ✓ Find more time for family, friends and other interests

Thank you for taking the time to read my bio...

As a business owner, chances are you went into business because you were good at delivering that product or service.

What I find in my coaching sessions is that having that skill or knowledge doesn't necessarily mean you are as good at running a whole business, getting the best out of your team, or knowing the hundreds of strategies that can increase your profits. Do you have access to the systems that will allow your business to work without you? Do you know how to increase the asset value of your business?

There is no shortcut to success. However, I have access to the best business growth system in the world, ActionCOACH, and I can shortcut your business education process.

With my help, you will maximise the profits and value of your business. We know our methodology works, but it does – of course – require participation from you as well. I will help you to grow, ask the questions you may not ask yourself, challenge you to step beyond your comfort zone, and support you every step of the way.



A personal challenge – taking on the crate climbing challenge on a recent Scout camp.

“The quality of your mentor ultimately determines the quality of your life”
– Brad Sugars (Founder and CEO of ActionCOACH)