

SistaTalk

Inspiring and empowering women to network online



Message from Sonia Brown, MBE

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As we say goodbye to March, I am reflecting on what an amazing month it has been for me. I had a great time at the Inspirational Women's Celebration at No. 10 hosted by the Prime Minister. It truly was an impressive evening.

The NBWN hosted the *Unlocking the Potential of Diverse Businesses* conference at City Hall where an array of amazing speakers (too numerous to name in this space) spoke to over 300 small business owners. The Mayor of London, Boris Johnson was our keynote speaker and we are thankful to our partners NatWest and Miscon de Reya for making this day possible.

Well done to Dawn Butler, Prospective Parliamentary Candidate for Brent Central for hosting Brent's International Women's Day dinner. Nice to see

Janet Hills, Chair Met BPA and her team out in full force. Outstanding presentation from the Winner of Brent's Jack Petchey's "Speak Out" award - absolutely awe inspiring presentation.

As 2014 marks the centenary of the outbreak of World War I, the Deputy Mayor of London, Victoria Borwick, hosted 'Women Now and Then: How WWI Transformed Gender Roles' which I had the pleasure to be part of alongside heavy-weight journalist and author Kate Adie and Rev. Rose Hudson Wilkin.

This month sees me launching of www.soniabrown.co.uk my online coaching and mentoring platform aimed at supporting aspiring and small business owners looking to expand their knowledge with laser sharp



Sonia Brown MBE

success strategies, practical tools and industry information that will motivate and empower them to boost their productivity and profits! No gimmicks; fluff or complicated theory – just rapid fire ideas; vital information; cutting-edge tools and techniques to help them overcome their most difficult business challenges. Don't miss out, [sign up](#) Keep supporting [Sistatalk](#) and remember in the words of the late Steve Jobs "*the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle!*"

Understanding the Use of Firearms in the City

In light of the conflicting and controversial attitude to the police and use of firearms the NBWN has joined forces with the City of London Firearms Unit for a [meet and learn](#) session taking place on Thursday 1st May 2014, between 12:30pm – 2:30pm

Whilst tourists and visitors regularly express surprise at the absence of firearms from the waists of British Police Officers, the use of firearms is still a controversial and sensitive issue. This informative and topical

Q&A session will aim to give attendees a better understanding of the procedures needed by the Police to handle a firearm but the impact this has on the general public.

If you live, work or travel through the City of London and want an opportunity to:-

- Discuss issues related to the police and the use of firearms in the community
- Understand the decision making process required for

major incidents and pre-planned firearms operations

- See what training is required and guidelines needed regarding operational use of firearms and rules of engagement
- Tour the firearms training facilities which includes the range, simulation used etc.

Then don't pass up this opportunity. Book now at www.firearmsinthecity.eventbrite.co.uk

Lady Val Brings Mindfulness to the Workplace



Louise Chester is one of the speakers at the Lady Val Professional Women's Network Lunch

Get your tickets for the Lady Val's Professional Women's Network Event taking place on Thursday 15 May at Browns, London.

Louise Chester and Pamela Major will be giving an interactive presentation entitled "Mindfulness at work - Keeping calm under pressure." Tickets are priced at £48 and lunch includes practical de-stressing lessons.

In today's fast-paced working life, we rarely have time to stop and breathe. Multi-

tasking, tight deadlines and often a home life as busy as the work one lead to overload. Result? Fuse-shortening: we get impatient with staff, frustrated with the boss and ratty with partner and/or kids. Get out of that trap by learning a short daily practice and a few simple techniques. Over time, you will learn to recognise and manage your mental and emotional state which gives you choices about how you respond. Better result: you become more effective and hugely improve

your relations with everyone around you in business and personally.

Louise Chester and Pamela Major will teach you some Mindfulness techniques over lunch. Their clients include: major banks, high-street retailers to name a few. They also support a myriad of charities from Oxfam and the House of St Barnabas to the hospice movement and children's charities.

For further information or to book a ticket visit: <http://conta.cc/1oTC6BQ>

Story Telling—Why Women's Fiction Deserves a Prize



International Bestselling Author will be speaking

The Fawcett Society has a special evening event in Central London on 16th April, called **Story Tellers**.

This will be a stimulating and entertaining debate - and an opportunity to meet inspirational writers, as well as the Fawcett team, and to learn more about our work towards achieving gender equality.

Story Tellers: why women's fiction deserves a prize

Two renowned writers will discuss the contribution of women's fiction to writing and wider social change, and the importance of continuing to celebrate and profile this.

To speak and lead the debate will be Kate Mosse OBE (international bestselling author of novels *Labyrinth*, *Sepulchre* and *Citadel* and founder of the Orange Prize, now the Baileys Women's Prize for Fiction); and writer

and campaigner Lisa Appignanesi OBE (author of several novels and works of non-fiction, including *Trials of Passion* to be published in April, and editor of *50 Shades of Feminism*).

When: 6.15-9.30pm on Wed 16th April 2014

Where: Central London (details on registration)

Booking: [via Eventbrite click here](#)

Buy Properties Like an Expert with KPMG ACN



This is the ideal event for networking and obtaining reliable property investment advice

KPMG's African and Caribbean Network are pleased to host the 'How to Buy a Property & Strategies for Future Investors' event on 9th April 2014 at Salisbury Square, 6:30pm-9:00pm

The event aims to de-mystify the process of purchasing a home, and provide advice on how to invest in the property market, as well as the

knowledge and tools to conduct a successful property search.

This information is not only useful for those planning on getting onto the property ladder in the near future, but also to individuals looking to invest in the future.

If you have a keen interest in property, whether as a first time buyer or a future investor,

this is the ideal event for networking and obtaining reliable property investment advice.

Guest Speakers: John Charcol, Property Tribes, RMP Property and Property Geek

[Click here](#) for booking and further information.

It's Possible For Women to Sell from the Heart!

The Ladies Business Brainstorming Club presents ***Heart-Centred Sales: How to Get More Clients Saying "Yes!" Without Being Pushy*** with speaker of the month Catherine Watkin on Tuesday 29th April 2014, London.

- Do you love what you do but feel uncomfortable when it comes to the sales part?
- Do you find yourself avoiding sales conversations altogether

because the last thing you want to do is appear manipulative or pushy?

- Maybe you went into business because you want to make a difference but find yourself frustrated and struggling to get enough clients because you don't feel comfortable applying manipulative sales and marketing techniques?

If this sounds like you then Catherine Watkin, an expert in what she calls "*Selling from*

the Heart" is going to show you how you CAN have heart-centred sales conversations with full integrity that lead your clients effortlessly to a decision to work with you - and not only that but feel really excited about their decision!

For further information and booking details [click here](#)



Catherine's approach is practical and grounded and will definitely get you results.

Be Part of the Great British Business Roadshow

When you're running your business, it's hard to find time to really grow it, because you're so busy just getting through what you *have* to do each day. Sound familiar? All small business owners struggle to find time to work on their business because they're working in it. So, what can you do?

The answer is to get more

strategic about growing your small business. This means proper planning and using the right virtual teams and tools to free up your valuable time and let you plan for the growth you'd like to see.

[Sign up for the Get Growing! The Great British Roadshow](#) taking place on April 9th at Google Campus. There will be an

amazing line up of speakers including **Matt Perkins** from [Freeagent](#)

[The Great British Business Roadshow](#) is a hugely valuable way to spend your day. Not only will you gain concentrated knowledge to help you grow your business immediately, but there are other great benefits!



Get face-to-face with Matt Perkins on the day and get the financial answers that you need!

Get Support to Triumph Over Life's Challenges

- Is your aggressive behaviour sabotaging your life?
- Are you worried you may hurt someone?
- Has your level of rage frightened you?

If so, then the **How II Overcome: Anger & Rage** workshop is definitely for you. Anger can destroy.

Anger is a completely normal, usually healthy, human emotion, but when it gets out of control and turns destructive, it can lead to problems—problems with the law, at work, in your personal relationships, and in the overall quality of your life.

Anger can make you feel as though you're at the mercy of an unpredictable and powerful emotion. Fortunately each of us holds the power to defuse our own anger.

Come share, encounter and develop useful coping strategies to help [overcome](#)



Keeley believes that each of us holds the power to defuse our own anger

Live Your Best Life With More Confidence and Courage

Join Shirley Husbands and guests for a workshop aimed at adults looking to remove barriers and create unlimited possibilities to live their ideal life - before it's too late!

- Have you arrived at the mid-life crossroad in your career, business or personal life?
- Are you concerned about your financial wellbeing going forward?
- Do you need more clarity about your future direction?
- Do you want to meet other people so you can share your experience, skills and get help and information?

If you answered yes to the above, then you are not alone.

It is no great secret that as many of us get older, we lack the confidence or courage to change aspects of our life that we find challenging. Whether it's not putting our own needs first; seeking validation from other people or settling for less because we believe that it's too late to change direction, start again or even consider new ventures.

It's never too late to create a new roadmap for your best life ever!

Does This Sound Like you?

If you are in your late 40's and heading towards or have gone past the big FIVEO and want to create a new direction for your life, then join me at the **My New Life** workshop taking

place on Tuesday 20th May 2014 at Stratford Circus, Stratford, London E15 1BX between 6.30pm–9.30pm.

This a unique opportunity; to hear from coaches and mentors in the field of **career transition, business start-up, health & fitness and personal development** who want to help you identify and overcome the challenges that stops you living your ideal vision of life. your **self confidence** your ideal **vision for the future.**

Book at: <http://mynewlife.eventbrite.co.uk> or call 07930 989 685 for further details.



Shirley Husbands is an empowerment Coach; Mentor and avid public speaker

Unleash Your Passion, Power and Profits Now!

A half day [EVOLVE Business Booster Workshop](#) aimed at micro and solopreneurs; home workers; consultants; coaches and aspiring entrepreneurs looking to build a business and life that they love.

If you are looking to attract more clients, make more sales and feel more fulfilled in your business then you cannot afford to miss this dynamic workshop. Attendees will examine the mind-set shift you need for greater success; explore your business structure and legal implications; owning your Idea and developing a unique selling position

(USP) that gives you the competitive edge and learn the first steps in writing an "investor ready" business plan.

And that's not all. The buzz is....

Not only will **Sonia Brown MBE** share practical information and powerful solutions for business growth based on her respected formula for success, participants will have exclusive access to **Nick Howe, Business Relationship Manager, NatWest** who will provide hands on experience and industry secrets that will not only expand your

horizons but be the key to your ongoing success.

Miss this explosive workshop at your peril!

Not only will you get to focus on your vision, goals and action plan you get to network with other aspirational entrepreneurs all looking to embrace greater passion, power and profits in their business and life.

Book Your Place NOW!

To book your £free place at the EVOLVE Business Taster Workshop visit www.evolvebusinessbooster.eventbrite.co.uk



Sonia Brown MBE will be sharing valuable strategies for business success with Nick Howe,

Natwest

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Catapult Your Business Vision at the Pan African Business Expo

Please join us on the 17th April 2014 at The Great Hall, Kings College London, Strand to meet and network with business owners, diplomats, investment and trade experts and entrepreneurs all interested in discussing and gaining an insight in how to engage effectively in International Trade with Africa and the Caribbean.

The Pan- African Business Expo is a one of a kind event where under one roof, attendees will have the opportunity to meet potential investors, showcase their businesses, explore new markets, consult experts in the field and hear first-hand accounts of those that have walked the path of success.

Participants will benefit from unique networking opportunities, one-to-one meetings, panel discussions and workshops and will obtain an in depth knowledge into the abundant investment and trade opportunities in Africa and the Caribbean.

Given the natural resources, growing middle class, huge consumer culture, educated workforce, developing infrastructure and strategic location it is no wonder that interest in both regions is rapidly growing. Therefore, now is the time for domestic and international players to examine the vast potential for success on offer and the place to find it is at The Pan- African Business Expo.

From how to set up a business to creating social empowerment through a venture the Expo is the place to find answers to all of questions on investment and available resources in both Africa and the Caribbean.

The list of delegates, speakers, business exhibitors and sponsors continues to grow for what is a major event in the business calendar. For further information:

Contact : sales@parkers4events.com

List of speakers: <http://panafricanbusinessexpo.com/>