



JUANITA  
VORSTER

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the truth about what it takes to do things differently



# BUSINESS SPEAKER

From 2011 until 2025, Juanita used her natural entrepreneurial mindset to refine the **strategy and daily operations** of the business she founded, shaping it into a **7-figure company** she could run without sleepless nights, without burning out every quarter, and with enough time and energy for family, health and volunteer opportunities.

Today she brings that experience to boards and CEOs as a strategist and as speaker to audiences seeking direction on strategy, innovation, leadership, change or communication in demanding environments.

**"Thanks again for your talk this morning. I've been to more strategy discussions/workshops etc than most people, and I'd recommend you highly to anyone."**

Philip Nottingham, entrepreneur and former CFO

## JUANITA SPEAKS ABOUT

- **What it really takes to do things differently**
- **Four-dimensional leadership rewired for the new era of business**
- **How to decide "what next" and quickly turn it into "how to"**

## OUTCOMES FOR CLIENTS

- practical, tested guidance rather than theoretical information
- improved clarity
- decreased overwhelm
- re-energised leaders and teams with a unified focus



# BUSINESS SPEAKER SESSION FORMATS

## LIGHTNING TALK

10-20 minute presentation of a high level concept to challenge current thinking. Juanita can deliver a series of Lightning Talks throughout an event programme, with each session building on the next. This format supports quick learning, enables modern programme design and helps to differentiate the overall audience experience.

## KEYNOTE SPEECH

45-60 minute presentation of curated information and practical guidance to position, support or summarise the theme of the event programme.

## PANEL DISCUSSION

60-90 minute unscripted discussion between panelists based on questions asked by a moderator.

## FIRESIDE CHAT

30-60 minute unscripted dialogue between two to three people on an agreed topic relevant to the event theme.

## ASK-ME-ANYTHING

Let the audience be in charge and have them ask Juanita anything on an agreed topic relevant to the event theme.

## INTERACTIVE SESSION

Immersive multi-hour session where the actions of participants determine the outcome of the session.



# FACILITATOR

**“It was a tough session indeed,  
but yielded results  
beyond my expectations.  
Good balance between  
structured and socially flexible.”**

Advocate Dirontsho Mohale, Director, Compliance Institute of Southern Africa

Using her unique combination of skills, Juanita designs and facilitates neutral, outcome-focused strategy sessions that are filled with meaningful discussion and challenged assumptions.

She has become known for her ability to blend her practical insights and expertise with up-to-date theoretical approaches to facilitate sessions that lead to clear outcomes.

## JUANITA ALSO ADVISES ON

- leadership
- multiple generations in the workplace
- organisational growth
- ethics in organisations
- moving from legacy to future-focused habits
- change management
- governance integrated with operations
- outcomes-based stakeholder engagement
- crisis management

## OUTCOMES FOR CLIENTS

- clarity on way forward
- unified focus
- ability to be adaptable and ready for what's coming
- unintimidating, effective frameworks that can be implemented immediately and sustainably

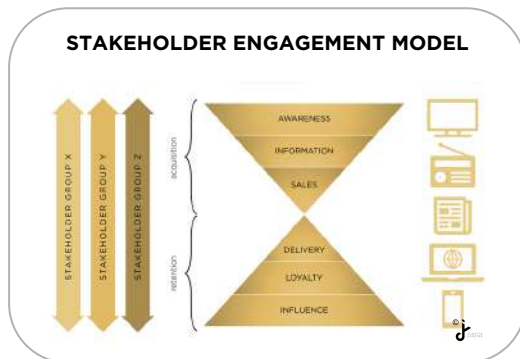
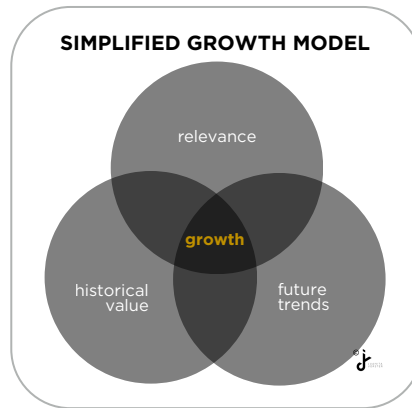
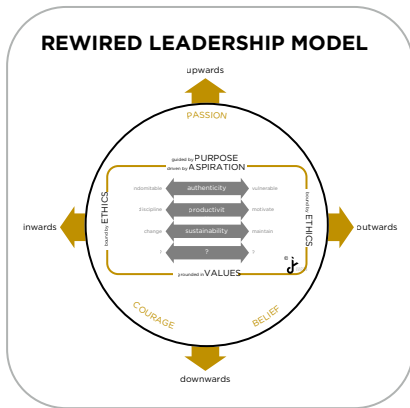


# ACADEMIC GUEST LECTURER

**“Our students are privileged to share in your knowledge and experience.”**

Michele O'Hara, Brand Strategist and Educator

Juanita brings a wealth of entrepreneurial experience to any executive education classroom. The models and curriculum structure she develops to support her contributions are based on simplicity, practicality and sustainability to ensure that participants can immediately apply their realisations and learnings.



**Gordon Institute of Business Science**  
University of Pretoria

**MILPARK**  
BUSINESS SCHOOL

**SEFAKO MAKGATHO**  
HEALTH SCIENCES UNIVERSITY

**IIE** **vega**  
SCHOOL  
DESIGN · BRAND · BUSINESS



**JUANITA VORSTER**

# MEDIA CONTRIBUTOR

**"Of all the business advisors we've had on the show Juanita's sessions were the most practical and useful."**

Janine van Niekerk, Radio Show Host

# AUTHOR



Each book is an ideal quick read for anyone running - or involved in running - a business of any size in any sector.

There is no fancy jargon or useless fillers in these books. The advice is simple, practical, to the point and tested by the authors during their time spent running large and small businesses.

**"A universal blueprint and methodology to navigate the increasingly complex business environment, with each concept clearly illustrated through practical real world examples."**

Jason Hamilton, Director, First River



ENTREPRENEUR, ETHICS OFFICER, INTERNATIONAL SPEAKER & AUTHOR

**JUANITA VORSTER**



# QUALIFICATIONS | DESIGNATIONS | AFFILIATIONS



Certified Director



Ethics Officer



N.Dip PRO



Sole Associate

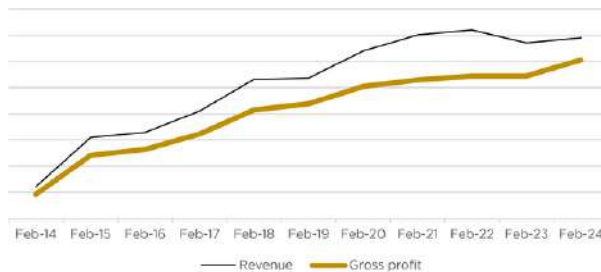


Deputy President 2025/6

## PRACTICAL BUSINESS MANAGEMENT EXPERIENCE

atthatpoint   
established 2013

Financial results over time



Juanita started her journey from employee to self-employed to employer without any managerial experience or business administration qualifications. Her early business decisions were merely guided by her intuition and in line with her principles that still hold true today:

- Say yes to opportunities without making promises you can't keep.
- Do what you know while adding to what you know.
- Play well with others.
- Measure results, not effort.
- Keep it simple.

Juanita's approach proved to be successful, as the company has reported profitable growth every year since its inception with very high staff and client retention. Her consistent results and knack for simplified, practical solutions to complex business problems soon had other business leaders asking Juanita for advice on issues including strategy, operational efficiency, human resources, product development, reputation management, future industry trends and more.



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