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The PURSUIT Magazine

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The rise of
Virtual
Assistants

Risk vs Reward

Goals

2023 to 2024

Transformation

Life Coaching

Artificial Intelligence



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2024

ABOUT



Hey Folks,
Welcome to our latest issue of the magazine, which is dedicated to transformation. The new year is often seen as a time of transformation and new beginnings. As we step into 2024, it's an opportunity to reflect on the changes we want to make in our lives, both personally and professionally. Whether it's setting new writing goals, embracing personal growth, or pursuing transformative experiences, the new year offers a blank page for us to write the next chapter of our lives.

In this issue we share amazing insights from entrepreneurs all across the Caribbean that can help to take your business to the next level. Let's embrace the potential for positive change and growth in the year ahead.

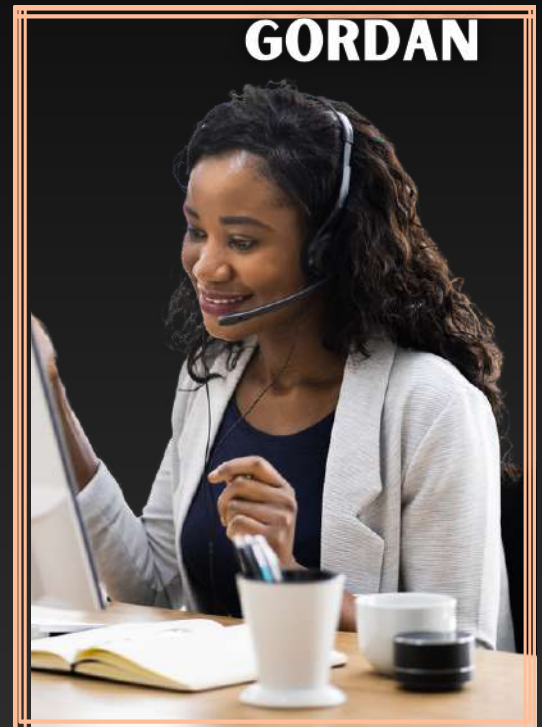


GIVE YOUR BUSINESS THE ULTIMATE GIFT: A VIRTUAL ASSISTANT FOR THE NEW YEAR

BY: DESI-ANN

As we celebrate this season of giving, have you considered a gift for your business? What if you could give your business the most precious gift of all - the gift of support?

While exchanging presents with family, friends, and colleagues, it's the perfect time to unwrap the idea of welcoming a Virtual Assistant into your business. Let's explore how this decision could be the catalyst for a new year filled with growth, prosperity, and the joy of shared accomplishments. Who is a Virtual Assistant



GORDAN



Whether you've heard the term in passing or seen social media posts about Virtual Assistants, let's start with a definition.

A Virtual Assistant (VA) is an independent contractor who offers general or specialized services. VAs usually provide services in three main categories: administrative, creative, and technical. They work remotely, relying heavily on a working computer and reliable Wi-Fi.



UNWRAP THE GIFTS THAT VIRTUAL ASSISTANTS BRING

Now, picture this:

As a dedicated business owner, you try to navigate through the whirlwind of tasks that demand your attention. The weight of responsibilities presses down, leaving you feeling overwhelmed.

Now, envision introducing a Virtual Assistant – a skilled professional ready to share the load. As you hand over tasks, you feel as if someone waved a magical wand! You're no longer drowning in a sea of responsibilities.

Your VA becomes your business's trusted co-pilot, helping you navigate the daily operations with ease.

This scenario illustrates the transformative power of hiring a Virtual Assistant, allowing you to experience the shift from being overwhelmed to enjoying a more productive business. 😊

So, what gifts can VAs bring to your business? Here are a few ways a VA can support you:



GIFT #1:

PRODUCTIVITY AND EFFICIENCY



Think about those tasks that must be done daily, weekly, or even monthly. They are the same tasks over and over again. Doesn't it feel monotonous sometimes? Virtual Assistants can take care of those for you. I'm referring to tasks such as writing and responding to your emails, making and receiving phone calls, scheduling appointments, managing your social media accounts, and so on.

By delegating these essential tasks to a Virtual Assistant, you can focus on other aspects of your business such as networking or developing your next business idea.

GIFT #2:

COST-EFFECTIVE SOLUTION

Hiring in-house staff can be costly, especially if you're a small business owner or startup. However, Virtual Assistants offer a cost-effective solution. Since they work remotely, they eliminate the costs associated with office space, equipment, and employee benefits, to name a few. The comparison table below highlights the costs of hiring a traditional employee versus a Virtual Assistant:





- Cost Categories
- Traditional Employee
- Virtual Assistant
- Salary
 - Fixed annual or hourly salary
 - Hourly or project-based rates
- Benefits
 - Health insurance, retirement plans, etc.
 - Typically none
- Office Space
 - Dedicated workspace, utilities, etc.
 - Remote work, no office expenses
- Equipment
 - Computer, desk, office supplies, etc.
 - Uses their equipment
- Training
 - Initial and ongoing training costs
 - Generally minimal or none
- Overtime Pay
 - Overtime rates may apply
 - Typically paid per agreed-upon rates
- Taxes and Contributions
 - Employer taxes and contributions
 - Independent contractor, no employer taxes
- Vacation and Leave
 - Paid time off, vacation, sick leave
 - Paid only for hours worked



GIFT #3:

SPECIALIZED SKILLS AND EXPERTISE

Virtual Assistants are usually highly skilled individuals with a wide range of expertise and online experience. Whether you hire a General VA who offers a wide range of services or a specialized VA who focuses on a specific aspect of your business, you can have a team player to handle your unique needs.



GIFT #4:

FLEXIBILITY AND SCALABILITY

One of the key advantages of hiring Virtual Assistants is their flexibility. They can work according to your schedule, adapting to the needs of your business.

Whether you require full-time or part-time support, Virtual Assistants offer scalability, allowing you to adjust their workload based on your requirements. This flexibility ensures that your business remains agile and responsive, even when you're not there to oversee operations.

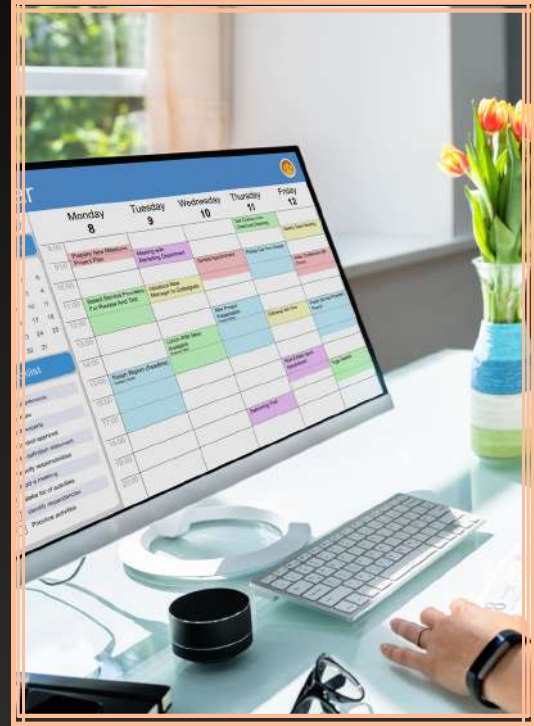


GIFT #5:

FOCUS ON STRATEGIC PLANNING AND GROWTH

Taking time away from the daily activities in your business provides an opportunity for reflection and strategic planning. By delegating day-to-day tasks to a Virtual Assistant, you free up your time to focus on long-term goals, innovative ideas, and strategies for business growth.

Virtual Assistants can handle routine activities, giving you the space to explore new opportunities and develop strategies that will take your business to the next level.



GIFT #6:

SEAMLESS COMMUNICATION AND TECHNOLOGY



Advancements in communication technology have made it easier than ever to work remotely. Virtual Assistants use various communication tools and project management software to stay connected with you and your team. Whether through email, video calls, or collaboration platforms, Virtual Assistants ensure seamless communication, providing updates and promptly addressing urgent matters.

WHICH GIFT WOULD YOU CHERISH IN THE NEW YEAR? CHOOSING THE RIGHT VA

The Caribbean is home to highly skilled professionals who offer virtual assistance. Their services and skill sets vary, as well as their rates. For example, we have VAs who manage your inbox, schedule your client calls, or make travel arrangements. Others offer social media support - creating graphics, writing and scheduling posts, etc. Then there are Tech VAs, building landing pages or setting up online courses on course platforms.

Choosing the right VA will depend on what your business needs and matching those needs against the required skills and experience. It will also be dependent on your budget and the personality traits your ideal VA should possess. A General VA usually charges a lower hourly rate than a specialized one. Also, VAs may charge package prices based on the service they provide, e.g. \$XX for course setup or ebook creation.



HERE'S AN EXERCISE TO GET YOU THINKING ABOUT WHAT YOU CAN DELEGATE.

List all of your tasks

Put them into four categories (or buckets):

"I don't have time to do"

"I don't like to do"

"I don't know how to do"

"Only I could do"

Of course, there are other steps to take in helping you make the right VA choice, which you'll find in my free download.

Final Thoughts

So, here's my question to you: What are your New Year business goals?

You may soon discover by the time you're finished reading this article, that one of your goals is to hire a VA. By bringing on a VA with the right skills, you can ensure your business continues to operate seamlessly.



5 WAYS CONTENT CREATORS CAN USE ARTIFICIAL INTELLIGENCE



In today's digital age, content creation has become more diverse and dynamic than ever before. From bloggers and YouTubers to social media influencers and businesses, content creators are constantly seeking innovative ways to engage their audience and stay ahead of the competition.

One powerful tool that has revolutionized the content creation landscape is Artificial Intelligence (AI). AI technologies have opened up new possibilities, enabling content creators to enhance their work, save time, and reach a wider audience. Here are five ways content creators can leverage AI to create compelling and impactful content.



1. CONTENT GENERATION AND AUTOMATION

One of the most significant benefits of AI for content creators is its ability to generate high-quality content automatically. AI-powered tools, such as natural language processing algorithms, can analyze vast amounts of data and create well-written articles, blog posts, and social media updates. Content creators can input specific topics or keywords, and AI algorithms generate coherent and informative content, saving creators valuable time and effort.



Moreover, AI-driven content automation tools can schedule posts across various platforms, ensuring a consistent online presence. Content creators can focus on other aspects of their work, such as strategizing, marketing, and engaging with their audience, while AI takes care of routine content creation and distribution tasks.



2. PERSONALIZED CONTENT RECOMMENDATIONS



Al-powered recommendation systems have become an integral part of content platforms like Netflix, YouTube, and Spotify. Content creators can use similar algorithms to provide personalized recommendations to their audience. By analyzing user behavior, preferences, and interactions, AI can suggest relevant content tailored to individual viewers.

For example, a YouTube channel focused on technology reviews can use AI algorithms to recommend specific videos to viewers based on their past interactions with the channel.

Personalized content recommendations enhance user experience, increase engagement, and keep the audience coming back for more tailored and relevant content.



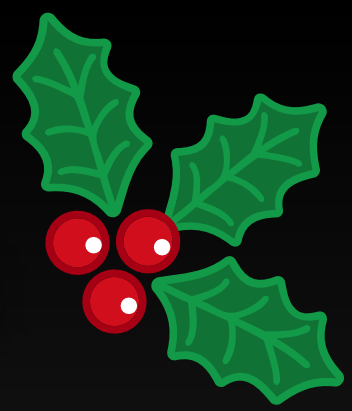
3. ENHANCING CREATIVITY WITH AI TOOLS

AI tools can inspire creativity and enhance the artistic capabilities of content creators. For instance, AI-powered image recognition and editing tools can help photographers and graphic designers enhance their work by suggesting edits, retouching images, or generating unique visual effects. These tools can also assist writers in brainstorming ideas, generating creative prompts, and even editing drafts for style and coherence.

Furthermore, AI-driven music composition tools enable musicians and composers to experiment with different melodies, rhythms, and harmonies, opening up new avenues for innovative music creation. By collaborating with AI, content creators can push the boundaries of their creativity and produce unique, captivating content.



4. IMPROVING CONTENT MARKETING STRATEGIES



AI plays a crucial role in optimizing content marketing strategies. AI algorithms can analyze vast amounts of data from social media platforms, websites, and customer interactions to identify trends, preferences, and consumer behavior patterns. Content creators can use this valuable insight to refine their content, tailor it to their target audience, and create more effective marketing campaigns.

Additionally, AI-driven chatbots and virtual assistants can enhance customer engagement by providing instant responses to inquiries, guiding users through the website, and offering personalized recommendations. By automating customer interactions, content creators can focus on building meaningful connections and creating content that resonates with their audience.



5. VIDEO AND AUDIO CONTENT ENHANCEMENT

AI technologies have significantly impacted the quality of video and audio content. Video creators can use AI-based video editing tools to enhance production quality, add visual effects, and even generate realistic animations. AI-powered voice synthesis and modulation tools can transform ordinary voice recordings into various tones, accents, or even mimic famous personalities, expanding the creative possibilities for podcasters, voice-over artists, and content creators.

Furthermore, AI-driven transcription services can automatically transcribe audio and video content, making it accessible to a wider audience, including those with hearing impairments. These transcripts can also be repurposed into articles, blog posts, or social media content, maximizing the reach and impact of the original video or podcast.





In conclusion, Artificial Intelligence is a game-changer for content creators, offering a myriad of opportunities to streamline their workflow, enhance creativity, and engage their audience more effectively. By embracing AI technologies, content creators can stay ahead of the curve, deliver high-quality content, and build a loyal and satisfied audience in the digital landscape. As AI continues to evolve, content creators should explore and adopt these innovative tools to unlock their full creative potential and thrive in the ever-changing world of content creation.

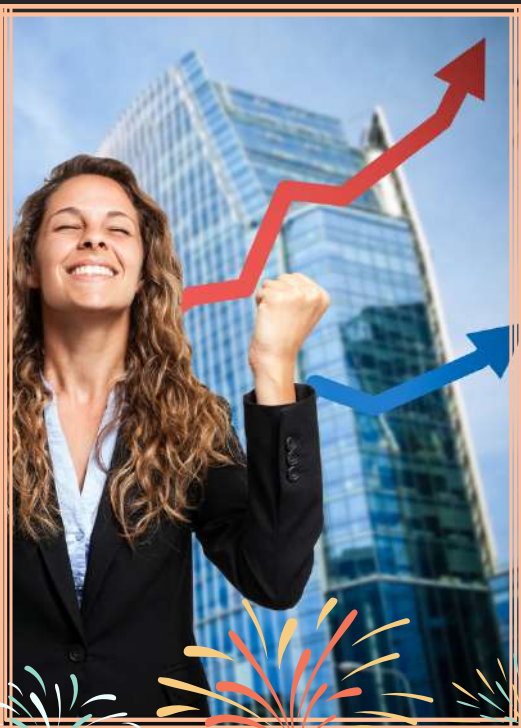
THE UNEXPECTED FUN OF LEISURE READING BY KEMUEL ACHAIBAR

Over the last few years, a self and personal development trend seems to have gained grip on society which shows no signs of release. In every corner of social media, you can find various 'influencers' and 'gurus' labelling various steps to unlock your inner potential, maximize profits for your business, improve your social status, whatever 'ultimate prize' you can imagine.





It's reached to a point where you'd be hard pressed to not have encountered someone who'd swear to you on every star that 'Rich Dad, Poor Dad' by Robert Kiyosaki or 'Think and Grow Rich' by Napoleon Hill are the respective holy grails to life and achieving success.

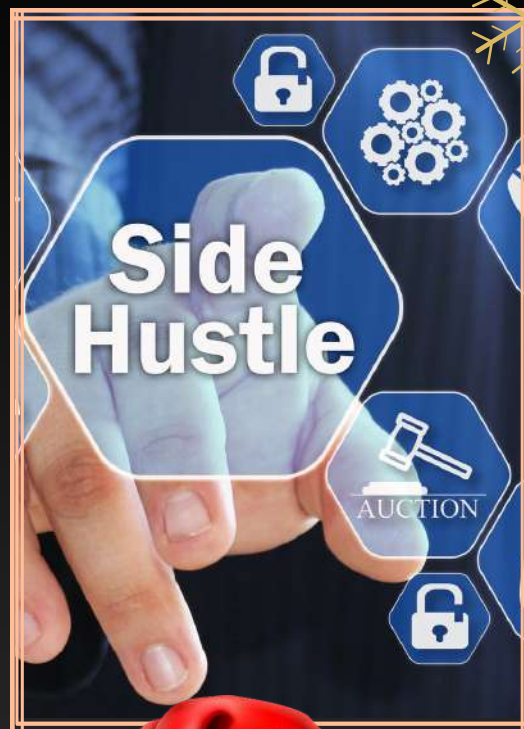


Run a simple Q&A on your IG story for your followers' favourite books and you'll see many reoccurring answers; 'The 48 Laws of Power', 'The 7 Habits of Highly Effective People', 'Men are from Mars, Women are from Venus' and the aforementioned two above. (Wordsrated, 2022) As of 2020, the self-help industry was reported to be worth \$10.5 billion, easy to believe, given how common many of these titles now are. It's estimated to rise to \$14 billion by 2025. (Book Machine, 2023) Over in the UK book market, two-thirds of self-help books were purchased by frequent purveyors of YouTube, 61% for Instagram and 30% for LinkedIn, compared to 51%, 47% and 18% for books overall.



But, in this little intro monologue, did you notice something absent? Novels! Academic reading shall always persist, but it feels as though storytelling reading seems to be shunted more to side with the rise of the self-development wave. This is in no way me disapproving of said trend, it's good to seek out becoming the best version of yourself that you can be. However, the gradual 'hustle and grind'-ifying of reading could eventually warp the innocence at the very core of reading itself.

I'll share two short encounters which always stand out to me. Once I'd struck up a conversation with someone about reading, to which they appeared pleasantly surprised I was a fan of. If we can all be honest, it's not a very common pastime in this country for young people, as books still carry a laborious image we acquire from our time in school. The individual mentioned a few of his favourite books which he read and reread, and of course, some of the usual suspects from above were there (I'll let you guess which ones!). When it came my turn to share my tastes and preferences, I'll always remember his face falling as I began to list off novels from my childhood and later life. "I didn't know you was going to talk about storybooks!" was the response I received.





The other scenario is even shorter. During my university stint, I remember waiting for a friend with another one in their apartment. Since I liked keeping my hands as free as possible, I'd gotten into the habit of reading on my phone. The friend I was waiting with happened to glance at my screen and notice all the words, yet no usual look of confusion or frustration that comes with studying.

"What you doing?" they quizzed me.

"Reading."

"For fun?" they shouted in complete disbelief.

"Uh, yea."

Everyone has their own tastes and hobbies, but why is it that reading for leisure seems so outlandish, even to other readers? Nothing's wrong with reading a 'storybook', as it was so aptly described by my fellow reader. Self-help books many times include narrations of events by the authors, be them their own experiences or third-party accounts, that sounds like storytelling to me in all honesty.



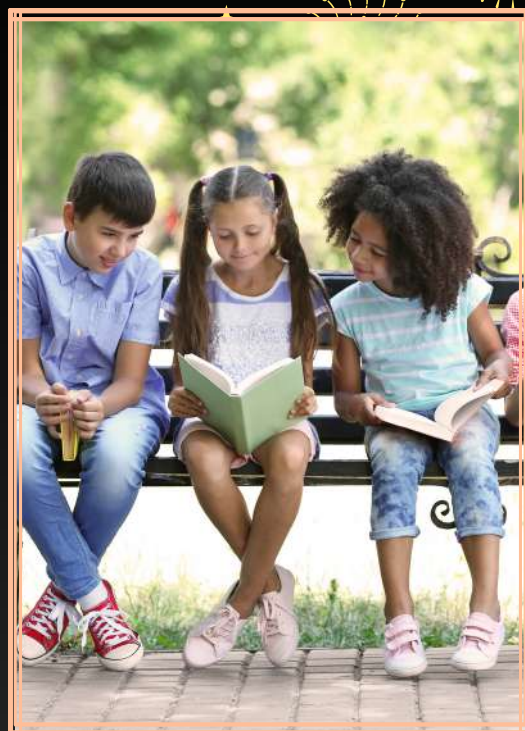
In today's society, there's this notion that if you're good at something, you must turn it into an income avenue, simple pastimes are being gradually eroded in the advent of 'hustle and grind' culture. Again, this isn't me knocking that at all, before I'm accused of the capital sin of being lazy or, worse yet, a hater, but quieter moments of relaxation should be allowed to flourish.



Christmas is around the corner, and that means gift giving. Many parents try (and fail) to spark an interest in their children for reading. For the ones who successfully do, many times their own tastes heavily influence those of their children. While wanting them to foster ambition and prepare themselves for the real world should be applauded, allowing space for the innocence of childhood is also critical.

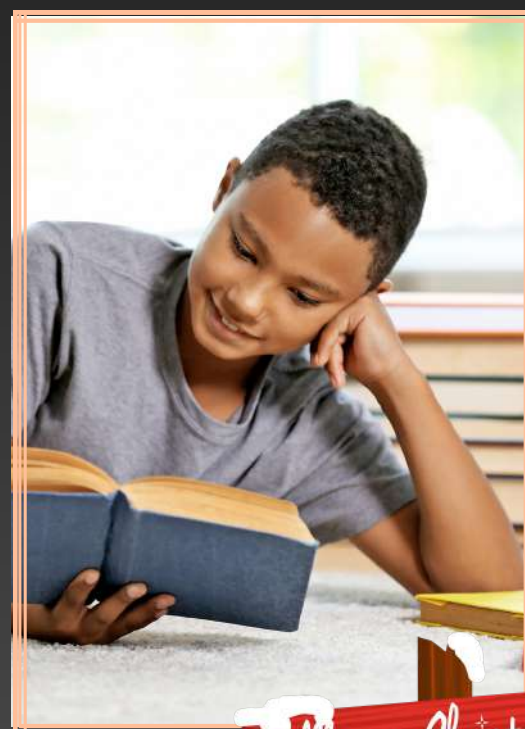
Speaking from my personal experience, reading for fun has benefitted me in a myriad of ways. I added words to my vocabulary which I could use in conversation, my analytical skills were allowed to develop, as were my sense of identity and individuality.

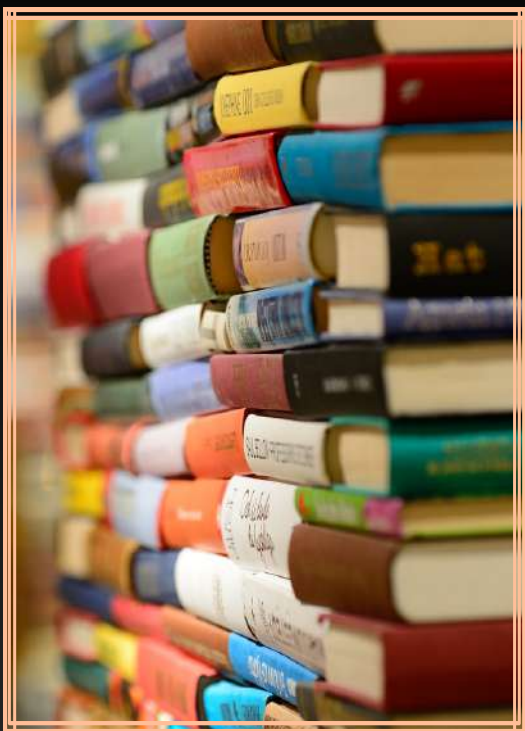
Many young people who delve deeply into personal development books tend to simply parrot their principles without ever really seeming to truly believe it, they tend to be predictable in their speech and actions oftentimes. Most of all, reading just offered a respite most times from the stresses of life, and it still does. It also exposed me to reading outside of novels which were just as enjoyable; manga, manhawa, webtoons, text heavy CRPG's (another topic for a much nerdier article).



Possessing ambition and chasing excellence is crucial to living a life you would be proud of, and any ethical way you can achieve that should be championed. However, as much as we may try to be, humans aren't machines, we deserve moments of tranquillity and relaxation. For 2024, maybe consider giving 'storybooks' a try, if you're a serial self-help reader, picking out a gift or trying to help someone pickup a new hobby.

You never know, you might end up having fun.





I won't just leave you hanging, here're some novels/series I really enjoyed throughout my life, aside from the usuals people would recommend.

- Ranger's Apprentice
- The First Law
- The Strain
- Fablehaven
- All of Us Villains

Can't give you everything though, happy hunting!



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THE PURSUIT QUESTIONNAIRE

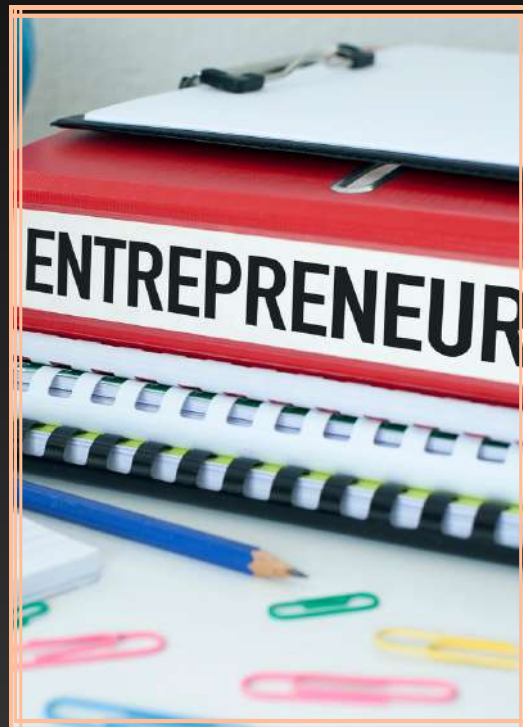


QUESTION

HOW DID YOU GET INTO YOUR ROLE/THIS CAREER /ENTREPRENEURIAL PATH?

I got onto this entrepreneurial path in a very interesting way. I was a practising Attorney-at-Law, doing "well" in the profession by all external standards, but started to feel completely over it.

I was tired, overwhelmed and felt like I lacked passion and purpose; two things which are extremely important to me and with this realization I went to work. And I don't mean the work of working for someone else, but the work of working on me.



To cut a very long story short, after soul searching and getting extremely clear on what I wanted my life to look like and the experience I wanted to have, I started to take deliberate and intentional action towards creating the life experience I desired.



That led me to a retreat in Potomac Maryland in April 2015 where I first learned of coaching and realised that what I always did in an informal way could actually be monetised and a business created around it. The rest as they say is history. On December 31st, 2016, I left the corporate world and stepped out on my own and never looked back.



QUESTION

WHO SUPPORTED YOU ALONG THE WAY?

Too many people to mention. I stay away from answering questions like this for the very reason it is probably such a popular question.

My "along the way" starts from as far back as I can remember "3" until now. So when I look at it like this I have my parents, godparents, teachers, Sunday School teachers, family and friends. If I were to make that list it would be at least 70 to 80 persons minimum.

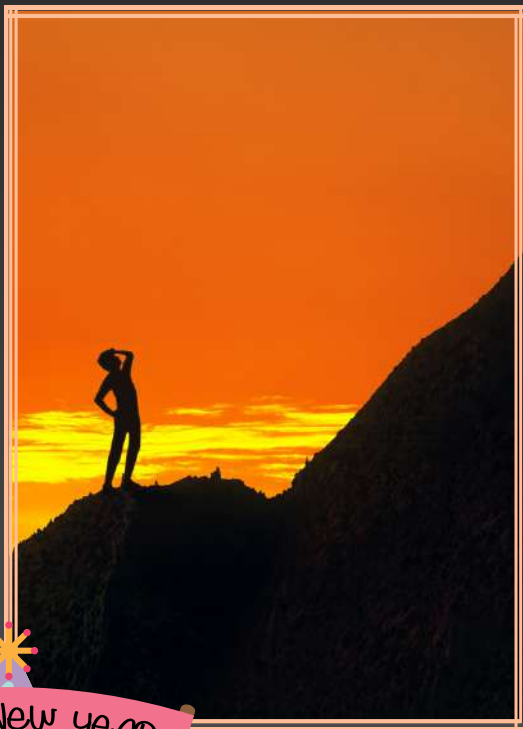


Suffice to say there are so many people in those buckets I just mentioned who saw the bright light in me as a child and who ignited it, flagged it, helped it to blaze, and keeps it burning. it would be remiss of me to start trying to name them one by one.



QUESTION

WHAT WAS THE ONE BIGGEST CHALLENGE YOU FACED? HOW DID YOU OVERCOME IT?



The biggest challenge I've faced to date was navigating postpartum while still trying to show up for myself and my business.

I think this is an area that we don't talk about enough. Not enough material is out there to normalise the fact that you will be exhausted as..., that you will forget things, that your emotions will be at an all time high.

That, as in my case, I simply wasn't thinking at my optimal level because I felt so overwhelmed.



I got past that stage with faith, prayer and the support of my husband, close friends and family who all supported me in a special way until things got a bit more "normal" and I started to come back to and feel more like myself.



QUESTION

WHAT HAS BEEN YOUR BIGGEST ACHIEVEMENT SO FAR?

If I had to narrow it down to just one thing, I would say getting over my "stuff", getting married and starting a family.

QUESTION

WHAT IS THE ONE THING MOST PEOPLE DO NOT KNOW ABOUT YOU?

Most people don't know that I am an introvert. As much as my work requires me to be open, vulnerable and "out there", I relish moments of alone time with family and friends, where we are connecting and doing special things in a quiet and out of the limelight way.



QUESTION

THROUGHOUT YOUR LIFETIME WHO HAS BEEN YOUR BIGGEST CHEERLEADER EVER?

I can't say I've had one biggest cheerleader ever. It wouldn't be reflective of my journey or my age. Over my 41 years, I've had persons who have cheered for me at different stages in times, with different levels of intensity but always when I needed it most. Some have cheered loudly, some have cheered quietly but intensely. some have cheered" by simply holding my hand when I needed it most.



If we must call names though, the ones who have cheered me on the most, who have lifted me when I needed lifting, who have celebrated me and reminded me who I was/am in those time when I forgot: my mom, my sister, my husband, my best friend Dawnie, Absy, Kimmie, Marion, Makeda, my godfather Olivere and the latest ones, my children.



This is separate and apart from those who have encouraged me, been there for me in some way shape or form and have in their own way been an important part of my journey and that distinction must be made. Because if it was the latter, I could go on forever. And there are persons reading this now who will know they have been a part of my journey, I thank you and appreciate you.



QUESTIONS

WHAT WAS THE BEST ADVICE YOU EVER RECEIVED AND WHO GAVE IT TO YOU?

DO YOU HAVE A LIFE MANTRA AS A RESULT AND WHAT IS IT?

Best Advice: "Don't take any stage too seriously. The highs will pass and so will the lows." I can't remember who shared that with me but it has always stuck with me

Life mantra: "What you seek is seeking you"- Rumi. It keeps me grounded and immediately shifts my mind to a place of belief, which then causes me to take certain actions, have certain conversations, seek out certain experiences, release certain things etc. which invariably draws the thing I desire to me. People call it synchronicity, "chance", "luck" etc. I call it intention and belief and it all starts with this mantra for me.





QUESTION

ANY FINAL WORDS OF WISDOM TO ANYONE THINKING OF GETTING INTO THIS CAREER OR STARTING THEIR OWN BUSINESS?

It won't always be easy, but hold onto your Vision and if you know this is your calling, don't ever give up. "Overnight successes" are often created after about 7-10 years of showing up for yourself and your business.

QUESTIONS

WHAT SERVICES DO YOU OFFER AND HOW WOULD YOUR POTENTIAL CLIENTS CONTACT YOU? HERE IS WHERE YOU WOULD PUT YOUR CALL-TO-ACTION

My company offers three distinct arms of coaching in Life, Love, and Leadership, specifically for the professional seeking more soul aligned endeavors, the woman seeking love and the leader ready to lead more exceptionally.



The full scope of my coaching can be found on my website:

www.liveloveleadmore.com.

There you will find some great free resources as well as all the ways we can work together.



BREAKING THE CHAINS OF SETTLING: EMPOWERING WOMEN TO REDEFINE THEIR JOURNEY WITH THE Y.E.S.S. FRAMEWORK

In the intricate tapestry of life, many women find themselves at crossroads standing at the precipice of change, yearning for something more but paralyzed by the fear of taking that leap. The Say Y.E.S.S. to you Dreams Programme, founded on the principle of "YOU ESCAPE SETTLING," emerges as a beacon of empowerment for women navigating transitions. This transformative initiative is dedicated to nurturing the seeds of ambition that have long been dormant, offering a pathway for women to create legacies, embark on new careers, and breathe life into the businesses they have quietly dreamt of.

**BY: KAREN
THOMPSON**



In a world that often demands women to juggle myriad roles and expectations, it's not uncommon for them to find themselves settling in various aspects of life.

In every community, family, and corporate setting, there are women who, out of resilience or societal conditioning, have mastered the art of putting others' needs before their own. They've weathered storms, stood strong in the face of adversity, and yet, find themselves at a crossroads – yearning for a change but unsure of how to take that pivotal first step.

The Y.E.S.S. Programme recognizes the silent struggles of these remarkable women, acknowledging that settling should never be the final chapter of their story. It understands that the desire to create a legacy, embark on a new career, or start a business has been quietly simmering within them for far too long.



At the heart of the Y.E.S.S. Programme is a narrative born from my own observations. The echoes of settling resonate across family, community, and corporate realms, where women, strong and resilient, often find themselves ensnared by the shackles of settling. It's a tale of self-sacrifice and putting others' needs above personal aspirations, leading to a profound sense of being stuck. The Y.E.S.S. Programme is a response to this silent struggle, a catalyst for change that seeks to break the cycle of settling.

Settling is a complex interplay of societal expectations, ingrained norms, and personal doubt. Women, conditioned to be caretakers and nurturers, frequently suppress their dreams in service of others. This settling often disguises itself as selflessness, but in reality, it's a compromise that chips away at self-worth and the potential for personal fulfillment.

The heart of the Y.E.S.S. FRAMEWORK Programme lies in fostering an environment where lofty dreams are not only welcomed but celebrated. Whether it's starting a business, pursuing a new career, or leaving a lasting legacy, women are encouraged to embrace their passions and carve out their unique paths with unbridled enthusiasm.

It's about unleashing the Power Within; It's time to break free from the chains of doubt and uncertainty. The Y.E.S.S. FRAMEWORK Programme empowers women to recognize their worth, encouraging them to dream big and chase those aspirations they may have hesitated to voice. Through a carefully crafted blend of mentorship, skill-building, and self-discovery, participants embark on a transformative journey that unveils their potential.



YOU ESCAPE SETTLING: THE Y.E.S.S. FRAMEWORK SOLUTION

EMPOWERING MINDSET:

The Y.E.S.S. programme is rooted in the belief that every woman is deserving of her dreams. It kickstarts with a series of empowering mindset shifts, challenging ingrained beliefs and cultivating a sense of self-worth. You are guided through a journey of self-discovery, dismantling the barriers which have kept you captive.



Your Legacy – the Y.E.S.S. FRAMEWORK recognizes your desire to leave a mark on the world, whether its through entrepreneurship, community service or groundbreaking career moves, women are encouraged to envision and actively works toward creating a legacy that extends beyond the confines of settling.

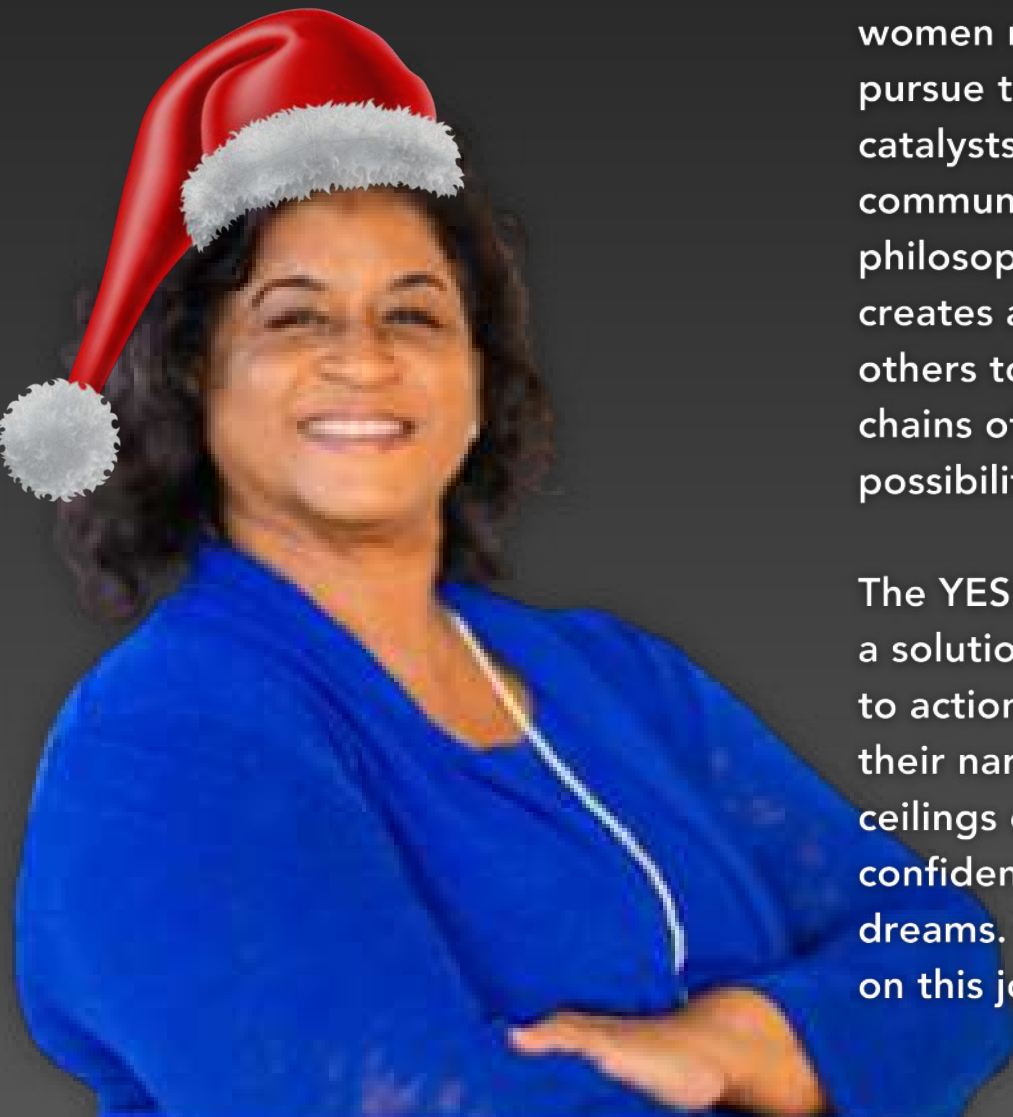
For those who are ready to make a move in their career, because it no longer serves their passions, we provide practical tools and resources to arm you with confidence to pursue careers that align with your visions for your life.

Ready to make your business a reality? The Y.E.S.S. Programme offers a comprehensive incubation process. From refining business plans to navigating the intricacies of entrepreneurship, women are supported at every step. Doubt is a formidable adversary that often creeps in when embarking on a new journey. The Y.E.S.S. Programme recognizes this and places a significant emphasis on nurturing confidence. Through mentorship, peer support,



The impact of the Y.E.S.S. Programme extends far beyond individual transformations. As women reclaim their power and pursue their dreams, they become catalysts for change within their communities. The programme's philosophy of empowerment creates a ripple effect, inspiring others to break free from the chains of settling and embrace the possibilities that lie beyond.

The Y.E.S.S. FRAMEWORK is not just a solution; it's a movement - a call to action for women to reclaim their narrative, shatter the glass ceilings of settling and stride confidently into the realms of their dreams. As we collectively embark on this journey.





A Life & Business Strategist & Coach, with over 20 years as a Corporate Executive, who held responsibility for multiple fortune 500 brands and their teams all grossing Millions.

I help Executives, professionals, Entrepreneurs and Women, cut through the clutter and get crystal clear on their why.

The CEO of Beyond Limits Global Consultancy and creator of the Y.E.S.S FRAMEWORK, equips you with the tools and techniques to get absolutely clear on your Vision, while creating a strategic plan, allowing you to design the life and business you IMAGINE.

After Years of achieving goals for fortune 500 brands, my position was made redundant in 2021, using my superpower of goal setting and planning I created a roadmap to guide my entrepreneurial journey and to pursue my passion.



KAREN WILLIAMS-THOMPSON

Becoming a certified Coach, Trainer & Speaker, I have taken what I have learnt, plus my experience and created programs that will transform you and your business.

I love to Connect, Coach & Collaborate, feel free to get in touch.

Karen



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