

# Jenny Henderson

## Business Owner – *Parents Guide Illawarra & What's On In Wollongong*

Jenny Henderson has been a business owner for 8 years, after a 20 year corporate career in marketing in both London and Sydney.

After failing to play the required political game to bust the ranks of middle management, Jenny somewhat impulsively purchased the local online business, 'Parents Guide Illawarra'. Then three years later acquired 'What's on in Wollongong'.



Both businesses survived Covid (impressive for 'What's on Guides' during lock down!) and are now thriving and profitable, despite the personal and family health challenges faced by Jenny.

Jenny will share what's been integral in her business growth, profit and generated a lot of joy along the way.

## **Building Your Business - 3 Essential Ingredients for Growth & Success**

This presentation distils the most powerful learnings of 8 challenging years in business ownership.

Jenny will openly share the fails, the wins and what's been most impactful. She hopes you walk away with at least one nugget of business gold, that when implemented in your own business or role, can expedite growth and success.