

Business mentor

Currently mentoring business founders on product route to market, business strategy and key business skills and well as helping them connect with route to market vendors.

Corporate Trainer

Offer 6 corporate workshops to help train your teams in category management principles and upweight their business skills to make better commercial decisions and mor strategic tactics to help them plan to succeed.

Consultancy

Supporting suppliers to have effective strategic relationships with their retailers and helping busy business owners to launch their own brand product to market.

**ZARA
SMITH**

WWW.ZARASMITHCOACHING.COM



MY WORK CERTIFICATIONS

BA Hons Business and Management

Completed my BA in Business and Management in 2007

Professional Public Speaker

@ignite your inner potential training - Kul Mahay in 2022

Advanced and Strategic level Negotiator

Trained with the GAP Partnership in 2010 and 2014 with 10 years commercial trading negotiation experience on £111m worth of turnover.

Business Mentor

Training carried out with the Prince's trust. Currently a mentor on entrepreneurial accelerators such as Allbright, Prince's Trust and Transform SY and private product clients been mentoring since late 2021.



WHAT I CAN DO FOR YOU

- 01 Category Management Training**
- 02 Leadership Training**
- 03 Negotiation Training**
- 04 Corporate Wellbeing Workshops**
- 05 Consultancy**
- 06 Mentor Power morning**



CATEGORY MANAGEMENT TRAINING

Created 5 Commercial Training Workshops including:

- Category Management and sales analysis
- Category Strategy
- Project and Critical Path management
- Strategic Negotiation Planning
- Relationship Management and Joint Business planning



Be you

WEEKEND RETREAT TO HELP YOU BE MORE
CREATIVE, FOCUSED AND PRODUCTIVE

PEAK DISTRICT HIKE AND WORKSHOP

Organized by Zara Smith Coaching and Women's Walkers UK

MARCH
25-26, 2023

LEOPOLD HOTEL,
SHEFFIELD S1 2GZ

07375631970

HELLO@ZARASMITHCOACHING.COM

BOOK AT WWW.ZARASMITHCOACHING.COM

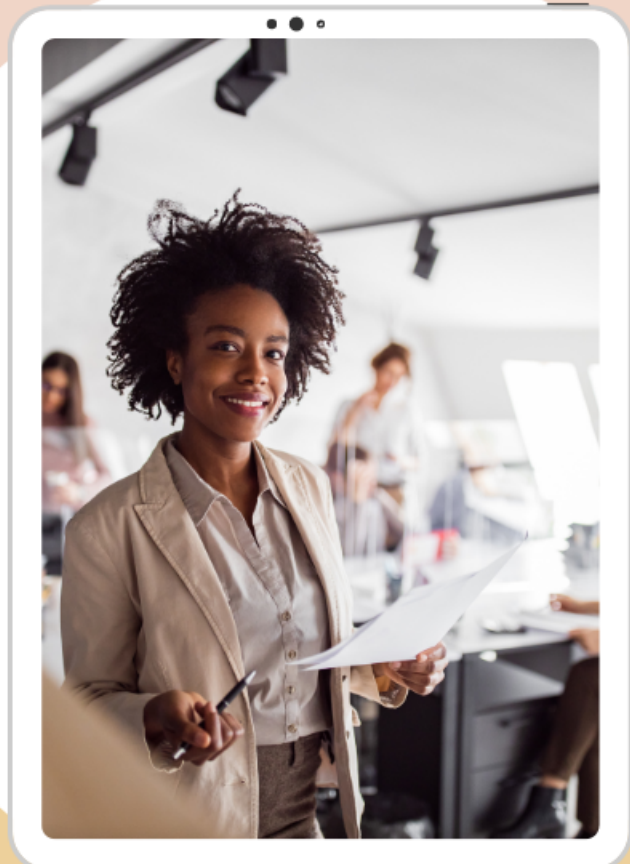
LEADERSHIP RETREAT

25th and 26th March 2023

- We know you're great at what you do. You make time for everyone, you go above and beyond to deliver extra-ordinary results and you aspire to deliver greatness in all areas of life.
- But we are human and need 'rest and reflection' and having the time to reflect on our own mindset can unlock better ways of getting things done. Part of what unleashes one of our greatest gifts is our ability to be authentic. This unlocks our creativity and that's what sets you and your teams results apart. Your creativity and mindset is what takes you from high functioning to high performance. However because the human mind is naturally geared to keep us safe, when life is too chaotic, our creative side can get blocked by our fight or flight response. On this workshop we'll learn how to harness our best self and that of our teams.
- On the 25th at the Leopold we'll kick off on:
 - -Your self development goals and accountability
 - -Corporate Wellbeing
 - -Our emotional intelligence is our greatest strength and ways to fully harness it
 - -Uncover the masks we can tend to wear and how our softness is a superpower
 - -Recognise empowered behaviour over wounded behaviour
 - -Learn how to tap into our creativity and create an environment that allows it to flourish
 - -Learn that by celebrating individuality and creativity we bring balance back to any culture we participate in that encourages loyalty, solution based thinking and an environment where great people feel safe to be themselves and supported to grow themselves and their business.
- In the evening you can enjoy a fun evening networking with your leadership cohort over dinner in Sheffield and stay over at the Leopold Hotel in Leopold Square.
- On the 26th we'll hike through the peak district with learning pit stops learning about mind and body connection, how our brain works and ways we can improve our mindset to be faster, be connected to our gut instinct, motivated, stronger and more resilient.
- All Accommodation, Food including evening meal and refreshments are included.
- Total cost is £450 per person
- Can't wait to see you there!
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NEGOTIATION MASTERCLASS



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NEGOTIATION MASTERCLASS

Negotiation Masterclass tends to be held as a group workshop covering the following topics to help anyone understand the principles of a successful Negotiation:

- Mindset and Behaviours
- Recognising Body Language
- Money Mindset
- Confidence, assertiveness and boundaries
- Ways to create levers
- How to stay grounded
- Positioning
- Negotiation strategies and tactics
- Red Flags
- Mitigating cost increases

CORPORATE WELLBEING

GROUP TRAINING

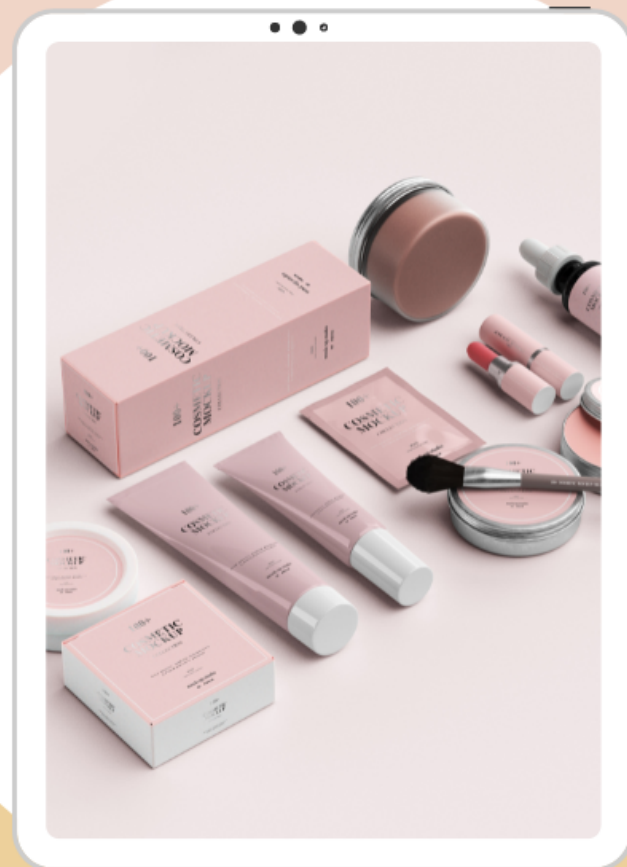


CORPORATE WELLBEING

In this workshop there are tools and mindset to help team members understand and move from a fixed mindset to a growth mindset plus:

- Assessing needs of team members
- Corporate Wellness KPIs
- Time Management tools
- Eisenhower matrix
- Four A's of stress management
- Understanding stress and anxiety in the workplace
- What is burnout
- What is workplace wellness

CONSULTANCY



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CONSULTANCY

Looking to develop an effective relationship strategy with your retailer and drive more growth for your category?

Want to move from a transactional relationship to a strategic partnership that's planning business 2-3 years in advance and driving innovation and sales in joint KPI's and with the right strategic pillars but just not sure how?

I can consult on how to pitch and manage the retailer relationships effectively.

I also support busy business owners to strategise and launch their own label products to market from strategy conception, to sourcing and project managing their product to market and execution.

BUSINESS MENTORING POWER MORNING

1:1



BUSINESS MENTORING POWER MORNING

- Ready to for a powerful morning mentoring session to reinvigorate and give your vision and direction in your product led business?
- Ready to reinvigorate your business strategy?
- Have a professional sound board for your ideas?
- Produce a accountable action plan?
- Understand where you want to be and how to bridge the gap?
- Get fresh perspectives and solutions?
- Develop a learning and development plan to keep you winning?

OTHER SERVICES I OFFER

Higher Educational Talks

Have completed talks at local universities about business skills such as the Business symposium at Doncaster University centre and spoken on behalf of the Prince's Trust to local schools about business skills.

Entrepreneurial Networking Workshops

Conducted full workshops for local entrepreneurial networking groups Like 'My network for Women in Business' in topics such as Negotiation and Authentic Leadership.

Public Speaking and Live Interviews

Have guest spoke on interviews for womens entrepreneurial networks talking about key topics important to entrepreneurs right now.



CLIENT PROFILES I WORK WITH

Startup companies

Teaching commercial acumen, strategy and business skills to business owners

Independent sellers

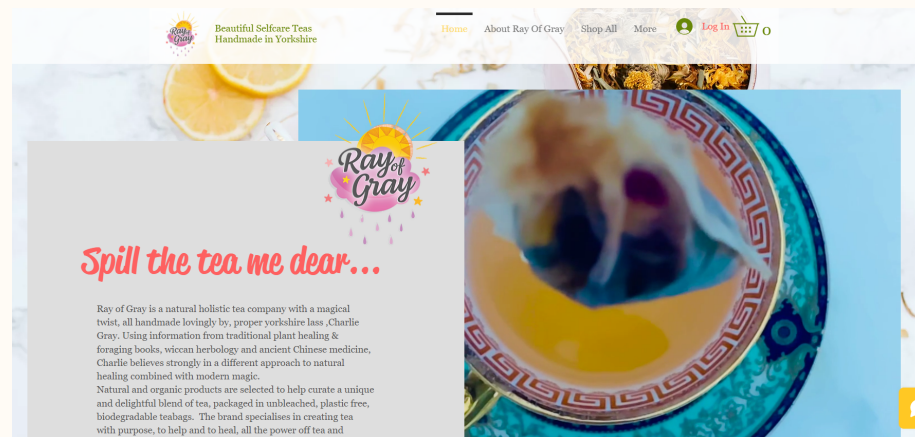
Offering detailed and bespoke mentoring and coaching to independants looking to grow their business to next level, we build tangible plans and strategies to take you from where you are now to where you want to be.

Corporates

Training for Team members and leadership in corporate wellbeing, category management skills and leadership. Including Leadership retreats.

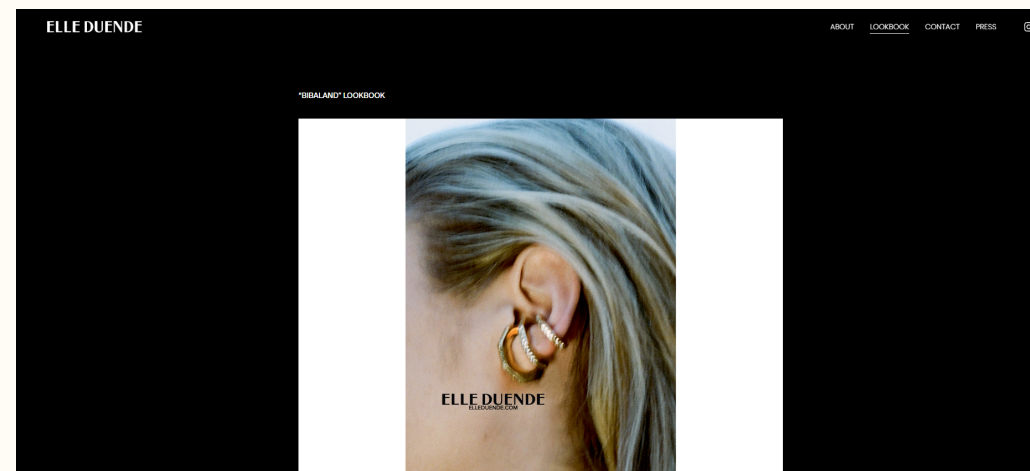
Just a few of the great mentee's I've been working with....

www.rayofgray.com



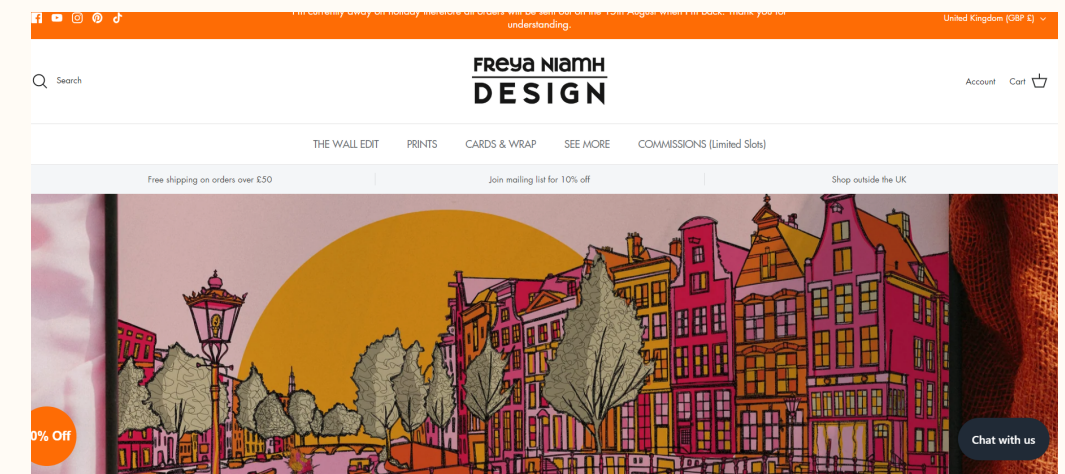
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Delicious handcrafted Tea blends for
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Smith. Bespoke Fine Jewellery maker
and designer

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Founded and created by Hannah King.
Beautiful vibrant prints.

Partnerships

Proud to say Zara Smith Coaching works in partnership with the following business networks and accelerators:



MyNetwork
for *Women* in business.

Recommendations and Testimonials

Jude Chan

Director of My Network for Women in business

I have enjoyed working with Zara Smith on a number of projects for My Network for Women, Zara is a very reliable, well organised and knowledgeable individual with many years experience working in Purchasing/Buying for multi national corporations. Zara's energy and enthusiasm shines through in her presentations where we have delivered for Women in business as well as students at the local University.

We look forward to working with Zara on further projects as an active member of the group, contributing to supporting more Women in business in our community.

Ellen Lumgaire

BA Business and Management Tutor at Doncaster University centre

"Zara came and supported our Business Symposium event for our HE Business and Management students. Zara delivered content on 'The Importance of Networking' which students then put into practice. I would highly recommend Zara to any organisation and happy to be contacted if needed. Zara is enthusiastic and passionate about her own business and supporting others in their professional development."

Mike Stephens

CEO of Entrepreneurial Spark

"Zara worked as a mentor on our accelerator for tech founders. We had great feedback from everyone she worked with about her commercial insight and capability as a coach. She enabled some big breakthroughs on complex issues which led to growth in both the founders and the businesses. We are extremely lucky to have her working with us and I'm grateful that she will continue to support our cohorts."

LET'S CONNECT!

GET IN TOUCH WITH ME
FOR INQUIRIES

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