



# ANGELA *Business Coach*

## COACHING QUALIFICATIONS

QUALIFIED SA Business Coach

31 Mar 2024

## OTHER QUALIFICATIONS

BComm Accounting

CIMA

APSO certificate

## COACHING SPECIALTIES

- Leadership & team development: Inspire growth, align vision, coach talent.
- Drive profitability, growth: find quick wins, optimize pricing
- Define vision: Set priorities, create actionable, deliverable road map.
- Design SOPs: Accountability frameworks, reduce errors, free owner time.

## COACHING PASSION

I'm committed to helping business owners because I've seen how my involvement transforms their companies. I facilitate faster growth, clearer priorities, and stronger leadership. Every entrepreneur, business owner, and leader deserves a trusted, impartial business coach who truly understands their goals and challenges. I work closely with each client to accelerate growth on their terms, delivering strategic insight, practical tools, and relentless accountability. By combining commercial experience, financial rigour, and leadership coaching, I sharpen decision making and unlock opportunities.

## WORK EXPERIENCE

I am the owner of ARAS Consultants (Pty) Ltd and have a 20-year history of successful advising and scaling SME's from start-up to established businesses. I have partnered with owners to strengthen leadership, optimize operations and prepare businesses for investment or sale. Over my career, I have successfully transformed back-office functions into lean, compliant engines that free owners to focus on growth. I have assisted businesses scale to R50 million in turnover across sectors including professional services, media and advertising, motor industry, cyber security and electronic automation. One of the highlights in my career includes growing a well-known optometry business from a single practice to a network of over 45 franchises.

## COACHING EXPERIENCE

Over the past 20 years I have been a trusted partner to business owners across industries and have helped them build sustainable businesses. My consulting services produced clear, repeatable results: clients grew revenue and profitability, tightened cashflow and reduced overheads, launched scalable systems and S.O.P.s, expanded into multiple outlets, strengthened leadership teams and delegation, prepared businesses for investment or sale, and improved customer retention and sales conversion. I formalised my coaching practice by joining SA Business Coaches in August 2023. Today I blend high impact coaching with hands on consulting to deliver practical, measurable outcomes and sustainable growth.

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*Business Coach*

## TESTIMONIAL

Working with Angela was a turning point for me. Through thoughtful questioning and deep listening, she helped me cement my thinking and uncover patterns I hadn't fully seen before. One particular session led to a real aha moment, a shift in perspective that changed how I view both my leadership and my decision-making. What stood out most was how naturally the connection flowed; the space felt safe, challenging, and energising all at once. I left each session with clarity, confidence, and a stronger sense of direction. Coaching with Angela wasn't about being given answers, it was about uncovering my own, and that made all the difference.

*Bronwen Olivier - Marketing and Digital Executive Groupe Clarins*

## TESTIMONIAL

Angela has been an incredibly inspirational coach to work with; her energy is uplifting, and her approach is both supportive and deeply practical. She helped me get crystal clear on my goals and put a realistic action plan in place, which immediately gave me more focus and momentum. Through our time together, Angela helped me make clearer decisions and identify blind spots I hadn't considered. She also helped me gain valuable insight into my team structure and how I can delegate more effectively, which has made a real difference in how I lead and run my department day to day. Angela is a fantastic sounding board and consistently offers a clear, objective viewpoint, often shifting my perspective in ways that unlock new solutions. If you want to grow as a leader while building a stronger business, I can't recommend Angela highly enough.

*Cristelle Snyman - Marketing Manager Everlytic*



Successful Businesses use Business Coaches

**QUALIFIED SA BUSINESS COACH**



**COMENSA Accredited Course**



**International Coach Register ISO 17024  
Accredited Course**