

G. Developing your business: The HUMAN™ way with Helen Wada

In this session, we will explore how to develop your business, the HUMAN™ way.

Many coaches fear the concept of selling their services as they look to develop their coaching practice into a business that suits their ambition and lifestyle.

In this session, Helen will explore the concept of selling through a HUMAN™ lens, a framework that Helen has developed by integrating almost 30 years of commercial experience with a coaching approach to developing leaders.

As a former global client leader at KPMG, responsible for business development and sales, Helen was often asked why she was good at what she did and the truth was, she didn't know. That led to a journey of self-discovery and she realised that she drew heavily on the skills that she had developed as a coach.

Four years ago, Helen left the corporate world and created The Human Advantage® – an executive coaching and leadership development business that supports individuals and groups to gain confidence in selling themselves and their services in a human-centred way.

This session will bring the HUMAN™ framework to life. At its heart it will help you to unlock how you can use the skills that you have as a coach, to win work in the way that is right for you. We will also cover some of the core skills of consistency, connection and resilience needed to generate business. Join Helen for a session that will be insightful as well as practical as you develop yourself and your business in a truly human way.

This session will be delivered by Helen Wada, founder of The Human Advantage and host of the podcast Human Wise and book by the same title *HUMAN-WISE: How to lead from within and sell with confidence*.

[HUMAN-WISE: How to lead from within and sell with confidence: Amazon.co.uk: Helen Wada: 9781788608497: Books](https://www.amazon.co.uk/Human-Wise-How-to-lead-from-within-and-sell-with-confidence/dp/1788608497)



Helen is an experienced Executive Coach and expert in business development and sales. She has combined her years of her coaching and commercial experience to bring her passion of coaching and human-centered leadership to life. With over 25 years of business experience and a Senior Coach Practitioner, Helen draws on coaching and commercial principles to help you make The Human Advantage®, your commercial advantage.