

Local Business Woman Shines in Las Vegas

Novocastrian coach, author and trainer Heidi Alexandra Pollard returned to Australia today after attending millionaire entrepreneur coach and Inc. 500 CEO Ali Brown's SHINE conference in Las Vegas, USA (<http://www.shineevent.com>).

"Attending the SHINE conference was a great way to learn from one of the fastest growing women in business today," Ms Pollard said.

With over 600 female entrepreneurs from around the world in attendance at the event held in the Grand Ballroom at the Venetian Casino, the conference agenda looked at creating a millionaire mindset, marketing through and beyond the global financial crisis and choosing the best business model for future success.

"A key take away from the conference I'm bringing back and sharing with my clients is the focus on right brain thinking in business," Ms Pollard said. "Moving from the logical, linear form of business that dominated in the industrial and informational ages, the new conceptual age will see a shift to more creative, artistic, empathic right brain approach to business."

Conference leader Ali Brown demonstrated how she has embedded this principle in her Inc. 500 company with great success. She also showed the upward global trend of spirituality, environmentalism and a renewed interest in individuals seeking meaning in life and work.

"As a conscious entrepreneur this was heartening to hear. Right brain thinking is a more cooperative, feminine approach to business that will be needed now more than ever to rebuild and renew business as we climb out of the difficult financial times brought about by the global financial crisis," Ms Pollard said.

This sentiment was echoed by celebrity guest speakers and women in business featured at the event including Julie Clark - founder of the Baby Einstein Company, Barbara Corcoran - real estate mogul and Marlee Matlin - Academy Award winning actress and activist.

"I am enthusiastic about continuing to coach and train women and companies here in Newcastle and the Hunter and look forward to being part of this positive change in business. The evolution is undeniable. Business is changing. The world is changing and the future is looking bright and prosperous," said Ms Pollard.

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