

# Business to get a boost at the Real Success Experience

Unlike business events that focus on sales and management techniques alone, an upcoming two-day event, the Real Success Experience, aims to empower businesses and individuals through expert input on both business and personal development.



Brian Walsh, CEO of the REAL Entrepreneur Institute

The Real Success Experience, will take place at Gallagher Estate, Midrand, from 12-13 July 2014, will feature a panel of acclaimed South African speakers and experts in a range of disciplines.

Organiser Brian Walsh, CEO of the REAL Entrepreneur Institute, notes that many businesses fail because of the mindsets of their owners. "The biggest challenge facing any business is the business owner. If the owner does not have the right mindset and behaviours, the business is doomed to fail," he says.

"Entrepreneurs and business owners often feel burdened by stress, anxiety and a lack of self-belief. They frequently feel alone in this. Once they discover they are not alone, and learn how to overcome those feelings, they are empowered to grow - both personally and in business."

Walsh says feedback from many events he has participated in prompted him to present the Real Success Experience, with a programme developed in partnership with successful South African entrepreneurs and behavioural and development experts who are passionate about teaching and sharing their experiences.

"Local people want to hear how individuals and businesses thrived in the face of our unique challenges. They want to know exactly what strategies and approaches were used to overcome challenges and become successful," says Walsh.

In collaboration with experts such as sales specialist Neil Malan, author, inspirational speaker, and multi-millionaire entrepreneur Billy Selekeane, psychology and leadership expert, author and international speaker Justin Cohen, 'fearless' businessman and investor Coert Coetzee, leading marketing coach Barry Mitchell and international mind power and personal mastery authority Robin Banks, Walsh has prepared a programme designed to fast-track personal and business

growth.

"This event is called an experience, rather than a conference, because instead of simply presenting an assortment of speakers, the Real Success Experience programme has been carefully put together by a group of people who collectively want to make a difference. The content flows to ensure that every crucial aspect of personal and business success is addressed over the two days of the event," says Walsh.

Up to 4,000 delegates are expected to benefit from the experience, says Walsh, with 2,000 tickets to be made available for free. Over 14 top South African speakers, entrepreneurs, inspirational teachers and leading human behavioural and business specialists will outline strategies for success, aiming to transform the lives of delegates.

For more, go to [www.realsuccess.co.za](http://www.realsuccess.co.za).

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