



# Bio

## Cherona D

SPEAKER | THOUGHT LEADER | COACH | AUTHOR

**GROWTH WITH INTENTION:** At the age of 22, Cherona D started a training and development business and has facilitated growth to approximately 6000+ individuals since. Influencing growth personally and professionally, Cherona D has been dubbed a skills influencer and thought leader, motivating and mobilising audiences across South Africa.

**AUTHOR:** Author of I AM A PURPOSEPRENEUR

With her effortless storytelling abilities and entrepreneurial spirit, Cherona shares the journey of being a Purposepreneur. The non-traditional and often times cringe worthy learning. Her mandate is to encourage and motivate readers and audiences with a dream and a sense of humour... As a speaker her niche is addressing faith-centred women and hearts seeking to grow, being inspired to prosper into their own unique fragrance.

**KEEPING IT REAL:** Mom to two boys facing their own unique challenges with anxiety, clinical depression and Tourette Syndrome, her own cancer treatment journey and then navigating the process of her father being murdered, Cherona D can relate to trauma and perspective-shifting milestones and breakthroughs.

*"I know when it hurts to breathe, when you think life will never be normal again. But man, I also know JOY! The importance of sharing our story is vital, so I take every challenge, trauma and triumph, and I light up a bonfire! This serves as a beacon of hope for others to see, they are and never will be, alone." Cherona D*

**COACHING:** When Cherona D is not addressing audiences, she is coaching and mentoring individuals, steering them into the level of excellence and purpose they are destined to be. Growth looks different to each of us, however Cherona D is able to relate to a vast number of industries, with clients ranging from project engineers, identity stylists, fitness professionals, surgeons, lawyers and stay at home moms wishing to run their own business from home.

**CLIENTS:** Clients include Toyota, BHP Billiton, South 32, Grinrod, ABSA, Felix Risk Training Consultants, Melomed Hospital, Curro and Nashua to name a few. Cherona D speaks at churches, schools and women's conferences nationwide across South Africa and addresses audiences via online summits worldwide.

### KEYNOTE TALKS:

Joy thieves must fall | Being a Purposepreneur | Mountains, Mammograms & Multifocals

### QUALIFICATIONS:

NLP Practitioner specializing in Hypnotherapy and Cognitive Techniques Practitioner for Stress Management in Business, endorsed by ILM – the Institute of Leadership and Management (a division of City & Guilds), registered with CMA (Complementary Medical Association)  
Microsoft Master Instructor and Softskills Facilitator

*Cherona D is able to relate and capture the attention of a multitude of audiences with effortless storytelling, humour as well as hard hitting and practical growth moments.*

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