

Francine Beleyi Speaker's Profile

Francine Beleyi is bilingual French-English, international digital strategist, venture advisor, and speaker. She is the founder of **nucleus of change**, focusing on helping entrepreneurs, corporate executives and governments to adapt and thrive in the digital age and **mydigitalpal.com** to equip business owners, consultants, trainers and other Freelancers to acquire the digital skills they need to take full advantage of the digital economy. She is the author of the upcoming book 'Personal Branding in a Digital Age.'

Francine speaks, trains and consults on digital entrepreneurship, digital platforms, digital economy opportunities for women, digital marketing, personal branding in the digital age, digital leadership as a competitive success factor and innovative business models. Francine has worked with top entrepreneurs, ambassadors, government senior ministers, CEOs, directors of companies and other decision makers. She has worked and delivered programs to companies such as MIT, Computer Weekly, City Business Library, ESCP-Europe Alumni, Royal Borough of Kensington and Chelsea, She spends her days speaking with and studying the most successful entrepreneurs and leaders in the new economy, and sharing her findings with clients and those who are seeking to understand and master the new rules for business growth.

Empowering People and Businesses To Thrive In A Digital Age!

She believes that everyone can realise a bigger purpose in life, something bigger than themselves and we all have the ability to empower people around us to get to the next level in life or business.

Her transformational programs have helped hundreds of senior executives, entrepreneurs, and other professionals across industries to accelerate their results at critical moments in their organisations and life, to become more innovative and to adapt to changes. The content of her presentations is customised to suit clients' needs and learning objectives of specific groups.



"The conference was a success and the participants asked for more! We definitely would like to keep working with Francine and offer this conference on a regular basis. She has a very warm character, open to comments and ready to adapt to different requests. She provided all material on time and perfectly managed all phases of the project: from the construction of the conference, to the logistics and facilitation of it. Her good humour and enthusiasm are real assets that make people want to work with Francine."
**Iva FIORI, International Career Manager,
ESCP Europe Alumni Association**

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"I would like to thank you for the business presentations you have delivered at the City Business Library, a mix of Business Start-ups, growing businesses and aspiring entrepreneurs. The feedback forms for your presentations have been consistently rated between good and excellent. I hope some other organisation's use your expertise, know-how and inspiring approach to inspire their members for further development. Thank you for making our events a tremendous success."

Goretti Considine, Head of City Business Library

"Helpful to make us think and to prepare for the future, equipping ourselves with tools that help us survive a very difficult period. Very well structured and delivered with the capacity of creating bonding in a group which was not convinced about the benefit of the workshop at the outset. I am very thankful that Francine has provided us with an opportunity to get together and to reflect on the changes we are experiencing."

HR Manager, Commercial Bank in the City of London

Francine is passionate about women empowerment. She has served on the steering committee of Professional Women Network-London, as head of leadership & programming for 'High Potential'. She has mentored women in business to get to the next level of their career and business and has created ADIPWE, an online forum for African Diaspora Professional Women in Europe to share inspiring and untold stories. She is a friend of Women in Diplomatic Services (WDS) in London and a member of the Executive Committee.

Her high content speeches are energetic, positive, and inspirational and quick start quality conversations and quality decision making. When she speaks, Francine increases dramatically your understanding and insights, gives you the tools to increase your effectiveness and leverage your efforts.

Francine's honest and refreshing approach, her bubbly personality and 'tell-it-as-it-is' manner are welcomed by audiences who are tired of being lectured by the book.

She provides practical and easy steps to implement immediately to create lasting change.

Thanks to her multidisciplinary and international background, Francine provides a holistic view of what businesses and individuals need to succeed in the digital age. She has 20 years' business experience working in Europe, Africa, Middle East and Asia for major multinational corporations such as Total, Axa, Bnp-paribas and for not-for-profit organisations and start-ups.

Francine holds a Master's degree in organisation consulting and change management, a Bachelor's degree in accounting and finance and a degree in computer science. She is also trained as an NCTJ multimedia journalist and a certificate in technology entrepreneurship from Stanford university.

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POPULAR PRESENTATION TOPICS

Why Should Women Build Personal Brand Equity in a Digital Age

An action-packed presentation for professional women and entrepreneurs, looking to stand out from the crowd and be seen as experts by their audience and how to leverage the 7 pillars to build an authentic brand that resonates with the customers you want to attract.

How to Create a Disruptive Business Model

In this thought-provoking presentation, Francine shows how to create new rules of the game and provides the audience a new perspective on how to create a successful business in a digital age and the new ways of creating value for customers.

Opportunities for Women in the Digital Economy

The digital economy that will be worth £3.2 trillion by 2025, is an opportunity for women, previously marginalised by the industrial age, to participate and play a key role in shaping the new economy. Francine provides a thought provoking presentation to take advantage of the immense digital opportunity.

The 5-Step to Build a Profitable Online Presence

It is easy to lose momentum in your business in this fast-paced world and get discouraged with the feeling of having so much to catch up to succeed in a connected world. In this presentation, Francine provides key tips and strategies to build a profitable online presence to achieve your personal and personal goals faster.

How to Design a SMART Business Model Aligned with Your Ideal Lifestyle

In this presentation, Francine shares the 9 practical steps to craft a business model aligned with your desired lifestyle on a single sheet of paper. She covers how to define a compelling business idea that customers want to pay for, how to define your niche, 18 examples of revenues models, how to form partnerships and much more.

Why Content is the New Gold for Business's Success

In this presentation, Francine share a 7-step model to position yourself and your company as a thought leader and how to be constantly be at the forefront of your customer's mind without annoying them.