

THE echo

The Voice of the North London Enterprise Club and the North London Enterprise Credit Union



Top Business Advisor Joins NLEC Board

Business Adviser **Chrystelle Benkheilil** is the latest recruit to the Board of the North London Enterprise Club.

Chrystelle's new appointment comes on the heels of her triumph at the Business Adviser of the Year Awards, where she was chosen as the Start up Adviser winner in the national Business Adviser of the Year Awards.

Chrystelle, who presently works for NLEC sponsor Enterprise Enfield, was presented with her award at the Institute of Business Advisers' national conference in Leeds.

Another Enterprise Enfield Adviser, Haider Shakiry, was also selected as a finalist in the same category and he received a highly commended certificate.

Entrants from all over the country were judged on case studies and an interview concerning their work with clients plus their personal ability, experience and commitment, passion and empathy with clients and their preparedness to "go the extra mile" to help others develop and grow their own businesses. The judges were particularly impressed by Chrystelle's "passion and empathy with clients, her broad based approach and her commitment to quality in business support".

Chrystelle, who has been working at Enterprise Enfield for three years, is

the youngest of the 45 Business Advisers at the agency, which provides advice, guidance and training to start-up and existing

"The standard of entries was very high this year, which demonstrates the calibre of business advisers we attract to the IBA."

Mike Horner, Chief Executive of the Institute of Business Advisers

businesses in North London. Chrystelle's ethnic background as well as the Agency's Advice team reflects the ethnic composition of the community it advises and supports (75% are Black, Asian and

Minority Ethnic). She said:-

"I'm absolutely delighted to win this prestigious award. My ambition is to ensure my support makes a positive

difference to my clients' businesses. But it is also rewarding when the work undertaken with clients is recognised by fellow business people to be of a very high standard."