

**NAME****JON GOLDING****COMPANY****SUCCESS100****TITLE****FOUNDER****WEBSITE****SUCCESS100.CO.UK****PROFILE JON GOLDING**

After he formally retired from a banking career, Jon Golding from London, created his consultancy business "Success100" to help small and medium-sized businesses (SMEs) that are under-performing, under-pressure or under-funded.

Jon is a registered client of The Prince's Initiative and a participant in Senior Enterprise. "I came across The Prince's Initiative last year and found everyone so friendly. The charity provides mentorship and direction for the older entrepreneur which is such a worthwhile mission."

Jon grew up in the Caribbean, but came to the UK to read Electronic Engineering at the University of Southampton. Since then he has always had a base in London.

Jon had an established career in IT and Financial Services before he became self-employed. He retired from his role as Head of the Wealth Management for Royal Bank of Canada Group in the Caribbean.. Not wanting to give up work completely he decided to set up his own private consultancy in Trinidad. As a result of his reputation, he quickly gained some high profile corporate clients including two public companies.

However, after a couple years Jon was diagnosed with cancer and was forced to move to England in order to gain the best treatment. Thankfully after 18 months he was given the all clear and was filled with a new lease of life. Still wanting to stay in business and financial services, Jon decided to set up a UK consultancy company called 'Success 100', but this time with more of a focus on helping SMEs struggling in the recession. He has since built an impressive team of advisors across the UK.

In addition to the usual turnaround and refinancing work, he and his team are on the register as pro-bono, non-exec directors for a major UK social enterprise group. He has also implemented a policy where 5 % of pre-tax profits from the business will be

donated towards social enterprise courses and getting people back to work. "I want my business to be remembered as doing something special for SMEs in trouble that need more than consulting help. Our hands-on approach to intervene and deal directly with their challenges makes us different. It can help them regain their composure and time to get it right again. Seeing this change is most rewarding for our team and myself in particular".

Jon believes the over 50s have a great deal to offer and as such everyone in his team is over 50 - "There is a tremendous wealth of experience and knowledge which people have when they are older that is so often disregarded in the current economic climate. The over 50s certainly have a huge amount to offer in the self-employed arena because that is exactly the sector where you need maturity to succeed and to advise others wisely."

The advice Jon would give to other over 50s who are thinking about setting up their own business is to first market your business in the digital world - "establishing a personal brand online is so important, using LinkedIn, Twitter and other social media sites are a great tool to do this and they are free". Additionally, Jon encourages other entrepreneurs to network online and off, as he believes this is key to success in today's interconnected world - "The networking events The Prince's Initiative run are fantastic. I was very impressed with the one I attended in Leicester Square as I met lots of other entrepreneurs. It's a really nice feeling to be part of a community of over 50s who are likeminded and inspiring. I formed a few relationships from that event and am still in touch with them now. I highly recommend to anyone to register with The Prince's Initiative and attend an event as well as sign on for their excellent free e-letter."

If want any more information about Jon's business or some free advice for yours, log onto [www.success100.co.uk](http://www.success100.co.uk).

If you would like to learn more about Senior Enterprise visit the website [www.seniorenterprise.ie](http://www.seniorenterprise.ie)

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