

## Beverley Honig

**B**everley Honig became interested in helping companies to cope with difficult times when she was working on several business development projects as part of her masters of business administration (MBA) studies at the Melbourne Business School in 1995. Honig had taken leave from her job as the general manager of property at Coles Myer to finish her MBA. When someone suggested that she become a consultant to companies, Honig liked the idea, quit Coles Myer, and started her own business in 1995.

Honig called her business Honeylight Enterprises, a translation from Hebrew of her last name, which means honey, and her life partner Jerrold Lichtig's last name, which means light. The company has a staff of 12. Honig is the managing director and sole shareholder.

Although Honig will not name any of her clients, she says 60% are large, blue-chip companies; 20% are small companies; and 20% are government departments and agencies. She says Honeylight develops strategic alliances and new markets for its clients. It also provides change-management and supply-chain management services. "We get in there and can reshape organisations."

Before joining Coles Myer in 1990, Honig worked in London for four years as a commercial property lawyer with the law firm Nabarro Nathanson. After graduating in 1982 from Monash University with an arts/law degree, she worked as a lawyer in Israel for four years.

Using Honig's experience in commercial property, Honeylight produced a guide in October 2000 for leasing retail shopping strips. The guide was funded by the Victorian Department of State and Regional Development.

Honig says she is excited by creating new ways of doing business — and this has made Honeylight a success. She says moving from executive to business owner was a big change. "I had a lot to learn when I started out on my own and I am still learning."

Honig, who is a director of the Australia-Israel Chamber of Commerce, says the best part of her work is the creativity and innovation she needs for helping clients. She says she gains a lot of inspiration from her involvement in Women Chiefs of Enterprises International, an organisation that supports women in business.

Honig wants to add company directorships to her resume in the next 10 years. "I really want to start going beyond the advisory role and start contributing to start-up companies through providing the smarts."

RIA VOORHAAR



BEVERLEY HONIG: Directorships next step

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