



MONA PANJWANI, OWNER, LOKAL

When Mona first became an entrepreneur, networking felt like the Wild West. She had never put herself out there like this before. Through our structured "MASTERMIND CONVERSATION DESIGN" at events, she realized the value she brought to the table --and now owns and operates a restaurant on prime waterfront property.

When I first met Mona Panjwani, she was a compensation consultant at a corporate. She had an events business on the side. Wanting to expand Sparkles, she reached out to me.

She had seen photos of my events on social media.

"How can I build awareness for my service?" Sparkles was still in the early days, and she was hosting events in other people's spaces.

My business model is event-driven. The first event Mona attended was a fashion show, elevating South Asian women in STEM fields.

"What do I do?" She had not put herself out there like this before.

I did the Jerry Maguire walk, introducing her into conversations that were already underway.

That was June 25, 2015.

She attended my MASTERMIND CONVERSATION DESIGN dinners. My framework caps each dinner at 8 women. Each presents a challenge unique to her. She crowdsources a solutions from the attendees at the table. Mona's challenge was that she no longer wanted to be in other people's venues. She wanted her own.

"I did not know how to take pride in what I knew and what I brought to the table."

September 2019, Mona bought an entire restaurant on the Jersey City waterfront. She rebranded Taphaus into an upscale gastropub.

Today, Mona has a staff of 40. A chef. 3 managers. And—her own event planner. Long gone is that woman who walked through the doors of my event June 25, 2015, unsure of herself.

She recently found herself in a pickle and tapped the network again.



I had recently been naturalized as a US Citizen, and applied for my passport. But it never came. I was days away from a long planned international trip. I reached out to friends and family. "Do you know anyone with a similar situation? How does one get a passport in a pinch?"

One person who immediately came back with suggestions was Joya Dass. She has built a huge community. She sent out one flare for help. Ideas from her network flooded in. "Contact your congressman." I had not thought of. I got in touch with a local official and lo and behold, I got my passport the afternoon before my flight was leaving. Thank you Joya Dass.

BENEFITS

Benefits One

Mona built community by regularly attending Joya's events. She had a built in audience by the time she opened her restaurant Sept 2019

Benefits Two

Mona learned self confidence. Each time, she offered a solution at a Mastermind dinner, attendees applauded her for her good counsel.

Benefits Three

Mona stopped hosting events in hotels and homes, and bought her own venue. She hired her own event planner.

Video testimonial

<https://vimeo.com/568657449>

Boston Consulting Group