



## MASTERMIND CONVERSATION DESIGN

CEO of WorkSocial Natasha Mohan wanted to expand her Jersey City co-working space. Historically, she didn't feel 'heard' by previous contractors. Through our structured "MASTERMIND CONVERSATION DESIGN" at events, she

- Hired an architect who involved Natasha in decision-making
- Hired a PR Firm
- 2X-ed WorkSocial's revenue

**Natasha Mohan is CEO of the co-working space WorkSocial. Startups and growing businesses book space for their teams to do collaborative work.**

In 2022, Natasha declared plans to expand WorkSocial's space.

With the weekly MASTERMIND CONVERSATION DESIGN, Natasha shared that previous communication had always been a problem with previous contractors. They would advise changes based solely on their preferences, rather than getting to know her needs and her unique client's needs.

I introduced her to 2 women architects in Women's Leadership Lab network. Member and architect Kimberly Brown had already built rapport with Natasha in the weekly MASTERMIND CONVERSATION DESIGN and won the job because her firm KBA-NYC was very responsive.

Natasha shared how her clients work. "What does their day look like? What does their week look like?" Kimberly's team listened.

The current space had certain restraints. Kimberly's team understood that.

In the past, everyone directed questions at Natasha and she didn't know anything about construction. Kimberly's team communicated with all the stakeholders.

Natasha had regular input on the build-out. In the past, architects didn't consult her ideas.

"She added the 'wow' factor," says Natasha. "We have a client who started out with a virtual office. Then he migrated to an open desk. He's just committed to WorkSocial for two years. He likes coming to the office now because of Kimberly's work."



## CLIENT PROFILE NATASHA MOHAN, CEO, WORKSOCIAL

CEO of WorkSocial Natasha Mohan wanted to expand her co working space. She didn't feel 'heard' by previous contractors. Through our structured "MASTERMIND CONVERSATION DESIGN," she not only hired the right architectural firm, but 2Xed her revenue

**"We went from 10K square feet in 2020 to 14K square feet in 2022. We 2X'ed our revenue from 2020."**

As the ribbon-cutting ceremony approached June 8th, Natasha wanted media. She didn't know where to start with the press.

In a few years, when she planned to either exit the business and/or raise more capital, investors would be expecting her thought leadership on the future of work. How would she create that?

Again, because of the network and partnerships Women's Leadership Lab has, Lori Rosen handled the PR for Natasha. She had handled another member's restaurant opening in Jersey City and was familiar with the local press outlets. Rosen immediately secured media placements in New Jersey Business Magazine, Real Estate NJ, ROI-NJ, and Hoboken Girl for the WorkSocial expansion. In addition, Rosen's team secured thought leadership interview opportunities with Medium's Authority Magazine and NJBiz, which Natasha is looking forward to undertaking in the next few weeks.

She also laid out a six-month public relations plan, including TV interviews. This alliance gave Natasha the boost and the confidence to be the face of WorkSocial.

The last resource Natasha leveraged from the Women's Leadership Lab network was a stylist. "I work so hard as a CEO. Now I look like it too." Because of her work with Tania Sterl of Sterl on Style, Natasha now owns the right pieces of clothing in order to be confident in her position.



"The technology in our space is on par with big companies.

Clients are surprised with our level of responsiveness.

We have built WorkSocial around the way a person works.

**NATASHA MOHAN, CEO**  
Work Social

# BENEFITS

## Benefits One

A member architect worked on expanding WorkSocial's space by 6X

## Benefits Two

Revenue 2Xed in 2 years. Clients who were 'virtual office clients' converted to 'open desk clients,' commanding a higher price point and longer contract.

## Benefits Three

The Women's Leadership Lab introduces Natasha to stylist who styles her in the company brand colors for press interviews and opening day

## Benefits Four

The Women's Leadership Lab makes the introduction to the PR company that represents WorkSocial for the opening

## Video testimonial

