

NIKKI BUTLIN

Inspirational Speaker | Author | Entrepreneur | Business Leader

Resilience • Achievement • Entrepreneurship • Leadership

PROFILE

Nikki Butlin is an inspirational speaker, entrepreneur, business leader and author with more than 30 years of experience running and supporting SMEs.

Having built companies, led teams and navigated significant personal and professional challenges, Nikki brings a powerful combination of lived experience and commercial credibility to the stage.

Her message centres around **resilience, achievement and transforming challenges into opportunities**.

Rather than presenting success as a straight line, Nikki speaks openly about the setbacks, difficult decisions and unexpected challenges that form part of both business and life and how we can use those experiences to shape what happens next.

Her own journey inspired **The Driven Formula®**, a practical framework based around six principles: Determination, Resilience, Intention, Vision, Execution and Nurture.

Nikki is the author of '*Driven to Achieve – Transforming Challenges Into Opportunities*' and Founder of The Driven Formula® and Driven To Network.

Her speaking style combines personal storytelling, straight-talking business experience and practical insight, leaving audiences inspired to think differently about their challenges, ambitions and what they are capable of achieving.

SIGNATURE SPEAKING TOPICS

Driven to Achieve

Transforming Challenges Into Opportunities

Nikki's signature talk explores how the challenges we experience can become catalysts for change, growth and achievement.

The Power of Resilience

How to keep moving forward when circumstances change, plans unravel or the route ahead isn't clear.

Becoming DRIVEN

Using the six principles of The Driven Formula®; Determination, Resilience, Intention, Vision, Execution and Nurture to turn ambition into action.

From Setback to Comeback

How difficult experiences can shape stronger leaders, entrepreneurs and individuals and become fuel for what comes next.

Your Next Chapter

Why where you've been doesn't have to determine where you're going.

SELECTED SPEAKING & MEDIA EXPERIENCE

4Networking Conference — 2015

Conference speaker.

Smarta Podcast — 2025

Podcast guest sharing Nikki's business journey, experiences and insights.

London Chaya Event — 2026

Speaker sharing Nikki's story and message around resilience, achievement and overcoming challenges.

UK Health Radio – Lead Well, Live Well with Dee Blick – 2026

Interview talking about life, business, and Driven To Achieve book

Driven To Network — 2026–Present

Founder, host and speaker at business networking events bringing SME owners, founders and professionals together through meaningful business conversations.

The Driven Formula® Masterclasses — 2026–Present

Host and presenter of practical business masterclasses covering networking, sales, speaking, leadership, business growth and personal development.

BUSINESS EXPERIENCE

Founder — The Driven Formula®

2025–Present

Creator of The Driven Formula®, a business and personal development framework helping business owners, founders and leaders turn ambition into achievable results.

The framework is built around six principles:

Determination | Resilience | Intention | Vision | Execution | Nurture

Founder — Driven To Network

2026–Present

Founder of a growing UK business networking organisation created to help SME owners and professionals build stronger relationships and turn conversations into opportunities.

Finance Director & Business Leader

30+ Years' SME Experience

Nikki has spent more than three decades working within, running and advising SMEs.

Her experience spans entrepreneurship, finance, strategy, leadership, business growth, turnaround situations and commercial decision-making.

She has held senior Finance Director and Director positions and has worked alongside business owners and leadership teams through periods of significant growth, change and challenge.

Non-Executive Director (NED)

In summer 2026 Nikki is now embarking on taking NED positions in UK SME Businesses to advise Boards on their strategy and growth plans.

AUTHOR

Driven to Achieve – Transforming Challenges Into Opportunities

Published 2025

Nikki's book shares her personal and professional journey alongside the lessons that helped shape The Driven Formula®.

At its heart is a simple message: challenges do not have to become barriers to achievement. They can become the experiences from which resilience, determination and future success are built.

PROFESSIONAL & BUSINESS CREDENTIALS

- More than 30 years' experience running and supporting SMEs
- Founder of The Driven Formula®
- Founder of Driven To Network
- Author of *Driven to Achieve – Transforming Challenges Into Opportunities*
- Former Regional Ambassador for the Institute of Directors
- Former Member of the Bank of England Decision Maker Panel
- Experienced Finance Director and Board-level business leader
- Business mentor supporting SME owners and founders

- Experienced event host, facilitator and masterclass presenter

SPEAKING STYLE

Inspirational. Personal. Practical. Straight-talking.

Nikki doesn't speak about resilience from theory. She speaks from experience.

Her talks combine the reality of overcoming significant challenges with the lessons learned from more than three decades in business.

Audiences leave with more than motivation. Nikki challenges people to consider what they want to achieve, what may be holding them back and most importantly what they are going to do next.

AVAILABLE FOR

Keynote Speaking • Business Conferences • Leadership Events • Entrepreneur Events • Corporate Events • Panels • Podcasts • Interviews • Masterclasses • Workshops