

Finding Her Ground: Hulya Erbeyli's Journey with GROWTH Hillingdon

Hulya Erbeyli is a leadership and business coach who supports small business owners to build clear, aligned strategies without compromising their wellbeing. After relocating back to the UK, Hulya found herself rebuilding both her life and business from the ground up in Hillingdon.

One of the most significant shifts for Hulya came from recognising the importance of being grounded locally, even while working with clients internationally. Through mentoring, she reframed how she viewed her business — understanding that while her work could be global, her foundation needed to be rooted where she lived. This clarity helped her reconnect with her identity as a Hillingdon-based business owner and brought focus to her strategy, offers and direction.

Rather than adding more tactics or complexity, the mentoring sessions encouraged Hulya to return to basics. The focus was on alignment, decision-making and identifying clear next steps. This approach reduced overwhelm and helped her rebuild confidence in her own experience — enabling her to move forward with greater certainty rather than second-guessing herself.

Hulya's Challenge

Returning to the UK during lockdown meant Hulya was navigating a new market without a local network. Despite her experience, she felt a loss of clarity, confidence and identity. Operating mainly online, she lacked a sense of community and struggled to define a clear strategy while balancing the demands of being a single parent.

Why Hulya Joined the GROWTH Hillingdon Business Support Programme

When Hulya came across the programme via a Facebook advert, it felt like a timely answer to what she was missing: local connection, clear direction and grounded support. She was looking for community, in-person relationships and help to re-establish her foundations in the UK business landscape.

RESULTS & IMPACT

- Renewed clarity and confidence in her identity and direction.
- A strong local foundation alongside a global client base.
- Re-launched and consistently maintained her newsletter.
- Improved visibility, confidence and connection within the local business community.
- Greater alignment between business strategy and personal wellbeing.

Alongside these outcomes, Hulya re-launched her newsletter as a consistent point of connection with her audience. Rather than focusing on rapid growth, the priority was stability and trust. Committing to sending it regularly gave her a strong foundation, strengthened her messaging and generated positive feedback — reinforcing her confidence and sense of momentum.

Mentoring & Programme Support

One-to-one mentoring played a pivotal role in helping Hulya reconnect with her base. The programme helped her recognise the importance of building locally while still working globally. Workshops, peer learning and networking events reinforced clarity, accountability and confidence, helping her return to basics and focus on next steps rather than overwhelm.

Community & Visibility

The local business community became central to Hulya's progress. Alumni events, workshops and the WhatsApp group provided emotional support, trusted connections and practical resources. At one alumni event, Hulya was

unexpectedly invited to speak when another presenter could not attend. While unplanned, the opportunity marked a turning point. Sharing her experience and expertise boosted her confidence, increased her visibility and made networking feel easier and more natural. From that point on, she felt more recognised within the local business ecosystem and more confident showing up as herself.

Looking Ahead

Now firmly grounded, Hulya continues to grow her coaching practice with clarity and confidence. Her journey has come full circle as she now gives back as a mentor on the programme, supporting other small business owners and championing the power of community-led growth.

Supporting other small business owners, particularly women, reflects Hulya's values around collaboration, shared growth and community. Her continued involvement demonstrates the long-term impact of the programme — not just in business outcomes, but in creating a supportive ecosystem where experience, confidence and opportunity are passed on.



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Being part of a local business community gave me confidence, visibility and a sense of belonging. It helped me remember who I am and how I want to grow my business.

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