



## MINDSET OVER MATTER

### *Dare to dream – achieving extraordinary goals*

#### *45-minute keynote*

*In order to survive and thrive in a competitive business context, organisations need to constantly evolve and set challenging business goals. Whether sales, customer or colleague-focused, they often translate into ever-increasing targets for employees which can be overwhelming and lead to paralysis rather than progress. To succeed, organisations need to support their people to develop the skills and mindset they need to embrace and smash their goals.*

*So often in life and business our achievement is limited by our ambition. And our ambition is limited by the expectations we have for ourselves, or the expectations that others have for us. But what if we could remove those limits and raise those expectations? How much more could we achieve if we allowed ourselves to dream big?*

#### *What you can expect*

*Felicity delivers an uplifting and inspirational insight into how to unleash the shackles of expectation to look beyond current horizons and achieve extraordinary results. She shares her own very personal and transformational journey of discovery which led her to complete one of the world's toughest physical and mental challenges – rowing across the Atlantic Ocean – and she shares the lessons she learned along the way.*

*Felicity is a breath of fresh air in the speaking world. She shares her unique story with humility, candour and positivity. As a working parent with a corporate background, she is entirely relatable and at the same time inspirational – showing how ordinary people can achieve extraordinary things. She'll leave a lasting impression on her audience – giving them food for thought as well as practical tools they can use straight away to expand their horizons and achieve their own goals.*

#### *Who can benefit from this keynote?*

- ▶ *Organisations, leaders and teams facing or struggling to set challenging business goals, who want to support their people with the skills and mindset they need to succeed.*
- ▶ *Organisations, leaders and teams who want to grow, or are facing an uphill battle, whose people may be feeling daunted by the size of the task ahead.*

- ▶ *Organisations, including schools and universities, and leaders who want to inspire and motivate their people to be the best they can be and achieve their dreams.*

### *What will the audience take away?*

- ▶ *They will learn how to adopt a more positive mindset to tackling challenging goals and the power of saying yes.*
- ▶ *They will learn simple, practical tools and techniques that they can use straight away to help them achieve their goals.*
- ▶ *They will be more confident in their ability to achieve their dreams and learn that ordinary people can do extraordinary things.*

### *Embedding learning*

*Follow-up activity is recommended to embed learning, build momentum and ensure sustained benefit. All activity is tailored to individual needs and can include workshops, seminars and masterclasses. Please contact Felicity to discuss your requirements.*

## *About Felicity*

### *Mother. Marketer. Mariner. Motivator.*

*After 20 years working as a blue-chip marketing leader, business founder and mother of three Felicity Ashley rowed the Atlantic whilst unknowingly fighting cancer.*

*Drawing on her personal journeys of discovery, she now works with organisations and leaders facing organisational transformation and challenges. Supporting them to become more inclusive, dynamic, adaptable and resilient. Her work focuses on how a positive mindset is key to success – overcoming challenges and adversity, creating winning teams, thriving through change, embracing opportunities, smashing goals. When life gives you lemons, it's not just about making lemonade - it's about using them to create something amazing.*