



Felicity Ashley

MINDSET OVER MATTER

Crafting winning teams

45-minute keynote

Building inclusive, diverse, well-functioning teams is essential for any organisation to be able to compete effectively and achieve sustainable success. Businesses today face multiple challenges, from creating diversity, to fostering a culture of inclusivity where every voice is heard and different perspectives are valued, and to ensuring cohesion and collaboration – so the team is greater than the sum of its parts and thrives.

'Teamwork makes the dream work'. Success is rarely down to an individual performance. It is almost exclusively the result of teamworking. Teams don't 'work' without a 'dream' – a shared purpose that brings the individuals together and helps create cohesion. And the most successful teams are those that celebrate and leverage the diversity within them.

What you can expect

Felicity delivers highly engaging, entertaining and inspiring insights into how to create successful teams, showing how to embrace diversity and create cohesion to drive success. She shares her own experience of building her highly successful team – The Mothership – a crew of four mothers who rowed, unaided, 3,000 miles across the Atlantic. A challenge which defeats many before even reaching the starting line, this was the ultimate, high-stakes test of teamwork, where survival depended on it.

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 will leave a lasting impression on her audience – giving them food for thought as well as practical tools they can use straight away to transform their approach to teamworking.

Who can benefit from this keynote?

- ▶ *Organisations and leaders who are on a mission to improve the effectiveness of their existing teams, rebuilding teams or building new teams, and want to drive more successful outcomes.*
- ▶ *Organisations and leaders who are passionate about leveraging the diversity and experience within their teams, and creating a more inclusive culture within their teams.*

- ▶ *Organisations and leaders who want to increase the morale of their people through creating more inclusive, collaborative and effective teams.*

What will the audience take away?

- ▶ *They will learn how to create a more inclusive environment to help teams and individuals within them to flourish.*
- ▶ *They will learn how to create cohesion through a shared purpose to help teams navigate challenges and change.*
- ▶ *They will be given some simple tools and techniques that they can use straight away to improve the effectiveness of their teams.*

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.