



 **Felicity Ashley**
MINDSET OVER MATTER

Introduction script

Please use this short script to introduce Felicity to your audience, adapting as relevant:

Our next speaker for {insert event name here} is a seasoned marketer, having spent over 20 years leading marketing teams for some of the UK's largest, and smallest, organisations. She's a mother to three busy, young, children. She's one of fewer than 300 women to have rowed an ocean. And she's a cancer survivor.

She embodies mindset over matter – living, breathing and showing how you can build a positive mindset to help overcome challenges, change and adversity and smash your goals.

She's going to share her unique and inspiring story with us today and show us how we can harness a positive mindset to {insert business challenge here OR feel more confident, capable and resilient}.

Without further ado, please give a very warm welcome to Mother, Marketer, Mariner, Motivator: Felicity Ashley.