



MINDSET OVER MATTER

Rowing against the current - thriving through adversity

45-minute keynote

Life is rarely plain sailing. Whether you're leading a business on a transformational journey or you're managing life outside of work, you'll encounter obstacles and curve balls along the way. From regulatory roadblocks and restructure, to reputational crises and redundancy, the challenges can seem insurmountable. You can let them stop you in your tracks or push you off course, or you can embrace them, learn from them and ultimately thrive.

How you choose to tackle life's challenges is critical to the end result. Thriving through adversity is all about mindset over matter – choosing to see challenges as opportunities and reaping the rewards as a result. It's about building resilience – learning how to pick yourself up when the going gets tough, dust yourself off, and start again. And again.

What you can expect

When it comes to thriving through adversity, Felicity walks the talk. She'll share her own personal, inspiring and uplifting story, demonstrating time and time again how she's chosen a glass-half-full approach which has enabled her not only to survive, but to thrive, unlocking opportunities in the face of adversity. She'll talk about how she's built physical and mental resilience, and share her own tips and techniques so others can do the same.

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 overcoming adversity.

Who can benefit from this keynote?

- ▶ *Organisations going through challenges or transformational journeys, e.g., restructuring, market disruption, reputational crisis, who want to help their people become more resilient and adaptable so they can thrive through the challenges and change.*
- ▶ *Organisations who are passionate about investing in their people to help them build more resilience to cope with the challenges they face within and outside of work.*

What will the audience take away?

- ▶ *They will learn how to adopt a more positive mindset when faced with challenges*
- ▶ *They will learn how to become more mentally and physically resilient in the face of adversity*
- ▶ *They will learn simple, practical tools and techniques to help them build a positive mindset and increase resilience*

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.