

ASSOCIATE

FLOYD WOODROW MBE

“We sometimes assume that success is bestowed on the lucky few, but the truth is that success is much less about luck or chance than hard work and dedication. I believe that each of us capable of changing the World for the better once we realise our true potential”



“Our Super North Star can be personal, professional or social but if it encapsulates all three then we really do have a life worth living” - The Warrior, The Strategist and You

Floyd is not what you think.

He came to our attention via Associate Julie Rees who was a participant on Floyd’s unique training programme that runs across two days and one night in deepest Staffordshire. It was, in her words, *‘The best leadership training I have ever done’*.

What makes Floyd stand out isn’t that he was one of the youngest ever recruit to the Special Air Service where he then spent over 20 years, that he received the Distinguished Service Medal for his work in Iraq and an MBE for his work in Afghanistan, that he led the UK’s Counter Terrorism Unit and has ‘Hostage Negotiator’ on his CV.

It isn’t even the fact that his clients these days include organisations such as the Welsh and Scottish Rugby Football Unions or the English Cricket Board.

What makes Floyd stand out is that he has done all of this with a clear focus on values, integrity and compassion and this is what comes through loud and clear in his work on leadership with adults and on

achievement and motivation with young people.

‘I was given many leadership roles at a young age,’ he says, ‘but I never really understood what leadership actually was until my mid-thirties. I wish I had been taught some of the things I now know much earlier in my life.’

It is this passion to share with others - leaders of powerful multinational corporations, world class and Olympian sports people and teams, school leaders and five-year-olds – what he has learned, that drives him these days to work globally, sharing his message about what leadership is really all about.

As he says, *‘There is no doubt in my mind that there is a common thread to the most talented people in the world and I enjoy showing people what that is.’*

Whilst in the SAS Floyd completed a degree in law - often studying during lulls in operations.

He is the author three books including *Elite: The Secret to Elite Leadership and Performance* which

reached the finals of the People’s Book Prize in 2012. He is currently working on a new book for school leaders for the Independent Thinking Press.

Feedback from recent events:

“Floyd has the ability to unlock leadership skills in people”

“I wanted to let you know that we had Floyd with us today – sensational and beyond inspiring. Thanks so much for commending him to us.”

Books written by Floyd Woodrow:

- *The Warrior, The Strategist and You*
- *The Working Class* (contributor)

See our website:
www.independentthinking.co.uk
for more information.

Floyd has been with Independent Thinking since February 2016.

All Independent Thinking Associates are DBS checked.