



Floyd Woodrow

MBE DCM LL.B

Many people say they know how to lead in extraordinary circumstances. Many people claim they can get the best out of people under intense pressure. Floyd Woodrow who has seen combat as a member of the SAS – he was the youngest recruit at 22 for the elite force – has indeed led in extraordinary circumstances and led people in life or death situations. Decorated for gallantry during his time in the armed forces, Floyd is now an international businessman and is operations director for Cerberus.

Whether negotiating the release of hostages in Nigeria, advising his corporate clients on security, or coaching Olympic athletes, Floyd draws on an amazing breadth of experience to address his favourite themes of creating a clear vision which is understood by people with their heads and their hearts; how to be decisive, robust and flexible in decision making; and how to be ruthless when necessary, all whilst still holding on to your values.

During the last six years Floyd has become an international coach and developed a unique insight into areas of psychology working with social enterprises, blue chip companies and sports men and women. He enables people to gain a powerful insight into how they lead themselves and others. He combines a rare blend of emotional intelligence with a demand for excellence.

Strong Beliefs

The pursuit of excellence -
Success has a strategy, and by understanding what strategies work for us we can develop our potential in a positive way that not only enables us to pursue our dreams but unifies others behind us.

Authenticity -
Being able to write a personal manifesto that you are proud to live and pay a price for protecting – “what you say, think, feel and do is exactly the same thing”

Serving the needs of others -
Developing those around you by empowerment. Including them in your plans, being open and honest with them and then allowing them to have control of their destiny.

Responsibility -
Personal and team responsibility is the key to achievement – being able to understand your start point, where you want to go and then applying total commitment by stepping into the pressure zone.

Themes

Creating a clear and unambiguous vision that people understand with their hearts and minds.

Having an awareness of how you communicate with yourself and others.

Being able to be decisive, robust and versatile in your decision making

Being able to be ruthless where necessary but never losing sight of the need for empathy

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