



Floyd Woodrow

MBE DCM LL.B

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 unify other 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.

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.

One of his clients was not exaggerating when he said of Floyd: “*He is quite simply a one off – a unique individual with extraordinary experiences and skills*”.

His other interests include all sports and reading.

“Floyd Woodrow is a man in a million! His positive “can do” nature has been an inspiration, not only to me, but to countless people. His energy, enthusiasm and common sense approach to life is a brilliant model that should be studied by others who want to make the most of their lives. Floyd is a born leader who possesses the personal communication skills and emotional intelligence to motivate individuals and teams to strive for excellence. His philosophy for personal success is equally applicable in management, industry, sport and education. I recommend Floyd Woodrow without reservation!”

Dr Neil Hawkes, International Consultant in Values-based Education

“Floyd is quite simply a one off - a truly unique individual with extraordinary experiences and skills. He combines sensitivity, awareness and passion tempered by an understanding of the harsh realities of situations. In front of teams of people, and individuals, be they elite athletes or senior executives he commands respect and enables group and personal insight into sharpening team and individual performance, relationships and problem solving. He embodies capability, attitude, and integrity in his special ability to develop