



Floyd Woodrow MBE DCM LL.B

Floyd is a highly experienced and decisive leader with a vast array of experience from working in both the commercial and military arena. He was one of the UK's youngest soldiers to be selected for the elite Special Air Service at the age of 22 and awarded the UK's second highest gallantry award for bravery in Iraq and an MBE for his services in the military.

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.

Floyd is currently the managing director of Chrysalis Worldwide Ltd where he combines with his love of coaching leaders of the future with working on international negotiations and projects.

His other interests include all sports and reading.

Floyd's strong beliefs include:

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 enables us to pursue our dreams/goals and 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

Develop those around you by empowerment. Including them in your plans, being open and honest with them, challenging them and then allowing them to have control of their destiny but still hold them to account.

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
- Understanding how to communicate effectively as an individual and with 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