

# MOTIVATIONAL SPEAKING FOR BUSINESS

"It's the second time Ross has worked with us during our National Conference Day and he has never failed to deliver. He captivates audiences and has a gentle, engaging nature to his delivery"

**Nick Mathers, Conference Lead, The Manchester College**



## I am Ordinary But You Could Be Extraordinary!

What is success and what do you think it takes to be successful? Success in life could be having a focus, being responsible, having a network of family and friends, feeling fulfilled. In business and sport, this could be about becoming No 1, reaching the top, achieving fame and fortune. But what steps must we take to start this process off, and then what must we keep doing to make the breakthrough.

Lastly, what must we do to maintain our status? This talk will take you on a journey of anecdotal and empirical evidence detailing the components of success and what each person must do to achieve higher levels.

*This talk will examine self-belief, resilience, purposeful practice, mind fitness, legacy motivators and confirmation markers.*

## Resilience – Is It All It's Cracked Up To Be?

All too often we are told to never give up and keep going. In essence, this is what many people term resilience and it is generally perceived as a great quality and you need it if you want any measure of success in life. While this may be true at many levels, the downside of this approach is that ironically, how we define resilience and how we teach some of the ways to get it, may actually be at best counter-productive, and at worst, self-defeating with worn out attitudes and maybe possible mental health issues. Resilience should be seen not only as an ability to keep going, but also being adaptable when progress is slow or even halted. This adaptability to re-group, re-learn and even regroup may be at the heart of what resilience truly is.

*This talk will look at the benefits of resilience, how we can get more of it and the warning signs when we pursue it too aggressively.*

## About Ross

Ross McWilliam has been involved with formal education for over 30 years and has probably changed the lives of over one million children, young adults and professionals within the field of mindsets.

Ross is an established keynote speaker having spoken at over 50 events including National Association of Headteachers 2017, Institute of School Business Leadership 2018, Association of Colleges 2018, Havering Education National Conference 2020.

Ross's real passion is developing the potential in people..."It's not who gets there first that wins, just as long as you get there then we are all winners!"

"I have known Ross for many years and worked with him in a number of different capacities. He has now found his niche as a motivational speaker and accomplished author. He connects directly with audiences, creating positive and lasting change."

**David Taylor, Pro Chancellor,  
UCLan, Chairman Lancashire  
Enterprise Partnership**



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