

## about Ros Taylor

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Ros is a leading UK psychologist, executive coach, successful businesswoman, an accomplished author and a TV and radio presenter.

Ros travels the world developing the potential of employees through Transform! which she formulated. A creative academic, Ros is a chartered clinical psychologist, coach, trainer and regular speaker on the conference circuit. She has presented in the USA, Europe, China and completed a lecture tour in Japan.

She has developed a unique style of coaching which achieves major insights and shifts in thinking as well as creating a vision for personal and business success. Ros draws on her background as a psychologist to facilitate creative strategies and move people on to become more than they would ever have believed possible.

**Ros was named by The Independent on Sunday as one of the top 10 coaches in Britain.**

Business experience includes executive coaching and development work with Royal Bank of Scotland, Trade & Invest UK, Wyeth Pharmaceuticals, Mobil Exxon, NatWest, McKinsey, Standard Life, Cayman Islands Government, The Spirit Group, NHS, BBC, Morgan Stanley and Shell International.

Conference experience includes Master of Ceremonies for the Institute of Directors, key note speaker for Industrial Relation Services (IRS), Scottish Enterprise Conferences, Everywoman Business Women on the Move Conferences and IBM's Lets Step Up Conference. A vast array of companies such as lawyers, accountants, public utilities, private banks, have all used Ros to motivate and inspire staff to greater endeavours. Presentation topics range from 'transform yourself for business success', becoming 'stressfree', increasing confidence and creativity to handling difficult people. Newspapers have described her variously as 'the guru of personal development' and 'the best motivational speaker heard this year'

Ros broadcasts regularly on Radio and has presented a Social Science research programme 'Between Ourselves' for BBC Radio Scotland for two years. She was a presenter for five years on a nightly television news programme. Other TV and Radio work include the BBC, BBC Scotland, BBC Radio 5, BBC Radio Scotland, Scottish Television, GMTV, LWT, ITN News, Sky News, Channel 4 and E4. Ros features regularly in the national press and top magazines in her capacity as psychologist and advisor.

She was one of the three key presenters in "Confidence Lab" a six part documentary for BBC2. It was her Transform programme which provided the basis for Confidence Lab and her book Transform Yourself! (Kogan Page 2000) outlines these principles. The book of the programme is called Confidence in Just Seven Days, (Vermillion 2001) and topped Amazon's bestseller list. Fast Track to the Top, a book about success and how to achieve it, was published by Kogan Page in January 2002. Her latest literary project is another confidence book called The Ultimate Book of Confidence Tricks (Vermillion 2003) and is now available in English and various other languages. Transform Yourself! has been updated and recently launched as The Complete Mind Makeover (Kogan Page 2005).

More recently Ros filmed "Confidence Zone", a new confidence series for the BBC which is televised regularly on BBC2's Learning Zone. There is a book to accompany the BBC video of the series. Ros has also featured on ITV1's The Test and BBC's Scam Busters and Rogue Traders series.

## what some clients had to say...

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*“Ros worked with me as an individual and with members of my team. She gave me tools and an infectious energy, first to understand myself and how I worked with my team and then to start improving things. I loved her no-nonsense sense of challenge and fun which is combined with a deep appreciation of what makes people tick....thanks Ros !”*

**Chris Goldsmith**  
**Shell People HR Functional Alignment Manager**  
**Shell International Petroleum Company Limited**

*“Ros was very encouraging and positive throughout the team coaching process. She created an environment that felt non-threatening. I am definitely more confident as a result. I also come to understand what my strengths and weaknesses are and that has given me a new level of confidence in my abilities.”*

**Maxine Benson**  
**Co-Founder/Director, Everywoman Ltd**

*“We wanted to write and thank you formally for your wonderful contribution to our television series. You really were a complete star. You managed to be both professional and great fun. All our contributors felt so comfortable with you and benefited enormously from your expertise.”*

**Sally Lindsay**  
**Producer/Director, Granada Media Group**

*“Ros – thank you for your time and sparkling performance at our partners gathering.”*

**Jon Randall**  
**Managing Partner, Baker Tilly Accountants**

*“I had heard great things about Ros from colleagues in the NHS and decided it was now time to invest in my development. I was delighted with Ros’ coaching for presentation skills, and enjoyed and valued both style and process. I actually got more than we had contracted from the experience and cannot recommend Ros highly enough as an inspirational coach.”*

**Alison Hampton**  
**Programme Manager**  
**Centre for Change & Innovation, NHS Scotland**

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