

ROSS MCWILLIAM

The Performance Mentor

BA (Hons), MSc Coaching, PGCE, CIPD L7, MHFA England Accredited

The Man Who Changed A Million Lives - Empowering organisations and individuals to unlock their potential to achieve greater success

Ross McWilliam has been a learning and development specialist for over 40 years. He is qualified, applied, accredited, authentic, published and experienced in working across business, sport, and education.

His expertise centres on three transformational areas:

- **Mindset Performance** – Building Positivity, Motivation, Emotional Regulation, Smart Resilience, & Sustainability
- **Accredited Mental Health** – MHFA England Trainer Adult and Youth Specialist & Mind Armour Mental Health
- **Communication Leadership** - Power Emotional Intelligent Communication & Thinking Skills for Managers and Leaders

Ross works with corporate leaders, graduate professionals, athletes and teams to deliver measurable change - through **Executive 121 Coaching, Keynote Speaking, Small Group Training Seminars**

He is the founder of **Mind Armour**, a people-first framework built on three pillars:

1. **Protect** – Safely secure your own mindset
2. **Grow** – Develop skills, knowledge and behaviours
3. **Support** – Understand how to support yourself and your teams



Ross also lives with a physical disability, giving him a personal insight into resilience, adaptability, and the importance of inclusive coaching environments. This lived experience brings greater empathy and understanding to his work, and he proudly champions the Disability Confident scheme.

Ross has worked with IBM, ICAEW, UCLAN, NTT Global, Beko, Stateside Foods, Kaplan and professional football clubs including Blackpool, Burnley, and Fleetwood FC.

Testimonials

Nazma Miah - Quality Assurance and Qualifications Lead At MHFA England® "Ross, your work has a profound impact on the individuals and communities you work with."

Richard Frediani BBC Breakfast & News at One Producer "Enthusiastic, enthralling, entertaining. Ross McWilliam is an inspiring individual."

Anna Youssef ITV Granada Reports "Ross has been a valuable and regular contributor on Granada Reports. He is a talented communicator and can offer a keen insight emotional mental health and performance."

Michael Potts NTT Global European Learning & Development Director "As a company we have worked with Ross for several years. He has such a richness of experience that he effortlessly transmits to others in a genuine, personable and engaging way."



Keynote Speaking

Business Book Award Nominee 2026



“Route 116 To Sonoma – Getting the Elite Mindset Through the Four Seasons of Life”

Dr Barry Hymer Emeritus Professor Education & Psychology University of Cumbria

"An inspiring, often deeply personal and moving 'living legacy' packed with a cornucopian synthesis of sharp anecdotes, research precis, reflection opportunities and gentle advice."

Route 116 To Sonoma is a valuable resource for anyone looking to achieve sustained success or to inspire others along their journey. The book offers practical insights for young professionals starting their journey, those facing leadership or burnout challenges in mid-life, or anyone seeking a renewed sense of purpose. Ross emphasises the importance of reviewing who you are now, identifying gaps in your knowledge and skills, and using this awareness to unlock your full potential. Sometimes, success might mean aiming for less, celebrating strengths more, or even redefining your goals altogether.

Having worked with over 1,500 educational institutions and 500 businesses, Ross has both the experience and the qualifications to help others reach their potential. He is still pursuing further academic accreditation and has been challenged by disability for the past 10 years. At the age of 65 when most people are retiring, Ross believes his best years are still ahead of him and his passion is to share this with others.

Following the success of Route 116 to Sonoma Ross has created a Keynote with a difference!

The Keynote focuses on your journey through the Four Seasons of Life: from what it takes to start your journey, to develop your skills, knowledge and behaviours to progress, to maybe realign your thinking and actions to achieve and sustain success in leading others. Maybe to even change focus and direction as you seek fresh challenges and rewards in both your professional and personal lives...it's a life journey.

Spring: Gaining motivation and mindset, identifying and growing your skill set, developing your adaptability, becoming aware of emotional confidence, understanding your leadership style, sustaining 'smart' resilience, demonstrating bravery, and understanding your true strengths and areas for development. Are you getting noticed for the right reasons?

Summer: Polishing and advancing your skill set in communication, senior leadership, organisation of others, meta-reflection, facilitation and empathetic listening to empower and engage staff. Are you stepping up?

Autumn: Developing a laser focus on how you leverage your skillset and experience to benefit yourself, your organisation and your stakeholders. Widening your gaze more into well-being, stress management and other proactive and preventative measures to ensure sustainability of yourself and your organisation. Have you reached your potential yet?

Winter: Better understanding the professional and personal you, your focus on safety and security, hope and recovery, physical and mental health, legacy and altruism of bringing on the next generation. Are your best years still ahead of you?

- Ideal for senior leaders to consolidate success or emerging leaders embarking on their own leadership journey
- Option of a season focus for your specialist staff or enjoy the full journey for all staff to benefit from
- Option of blended mini seminar work using key learning cards to identify your knowledge, skills and behaviours
- Option of takeaway Sonoma QR learning videos in leadership, mental health and well-being
- Bonus 1-2-1 sessions post Keynote to support and reflect individual learning
- Also available as a Monthly Carousel Learning Project following the Four Seasons for more sustained and consolidated learning

If you want to know more and speak directly with Ross about creating your own unique Keynote

About Ross:



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