

Joanna Taylor

Team Coach



Experienced in working with

- › Primark
- › Diageo's
- › Cooper Vision
- › Harlequins Rugby
- › Toyota
- › Harley Davidson

Qualifications

- › MSc Positive Psychology with Leadership and Organisational Psychology (UEL)
- › BSc Sports Science (Brunel)
- › APMG Change Manager qualification
- › TAP Training Delivery
- › TAP Facilitation Skills
- › TAP Online Learning

Joanna is a mindset and performance coach specialising in Positive Psychology to create lasting change.

Her work spans elite sport, personal development, and leadership coaching, driven by a belief in mastering mindset and behaviour for success.

A former elite athlete, Joanna's journey of rebuilding her life after a debilitating illness led her to qualify for Team GB at the European Triathlon Championships. This experience inspires her passion for resilience and achieving the impossible.

With extensive experience in delivering leadership courses, workshops, and coaching programs, Joanna has partnered with organisations such as Metro Bank, Top Golf, Diageo, and Manchester Airport Group. Her focus is on cultivating growth mindsets, fostering leadership skills, and creating thriving environments.

By integrating strategies from elite sports with Positive Psychology, Joanna empowers individuals and organisations to achieve lasting transformation.

Client View

"Joanna goes beyond expectations, offering insights that challenge and inspire growth." Her Positive Psychology approach helps individuals and teams unlock potential and drive lasting change.

Clients describe her as "an energy we're naturally drawn to," with one noting, "I wouldn't be where I am today without her guidance." Joanna has worked with organisations like Metro Bank, Diageo, and Manchester Airport Group, blending tools from elite sports and psychology.

Her sessions are "engaging, reflective, and impactful," making her a trusted partner in driving both personal and business success."

Colleague View

"Joanna is an inspiring coach who delivers training that creates lasting impact, especially during times of change. I've witnessed her transform teams and individuals, helping them navigate challenges with confidence and clarity."