



## **ELAINE POWELL**

### **Short Biography**

Elaine Powell is an Award-Winning Professional Speaker, Peak Performance & The UK's Top Public Speaking Coach and Founder of SWC Training & Consultancy. A company devoted to developing and transforming people's growth and development. Their aim is to get the best out of our clients, enabling them to see that anything is possible in their personal and professional lives.

Elaine developed the T.H.I.N.K. methodology through years of learning from the best personal development and communication trainers in the world, initially get her through some tough times and become re-inspired to live a fulfilled and happy life. She was barely surviving and certainly not thriving – a story she shares at workshops and in keynotes.

Since then, Elaine has trained over 25,000 people in the art of public speaking, communication skills and developing a leadership mindset, delivered over 100 talks and facilitated 600 workshops. Passionate about speaking, Elaine ran a TEDx event for three years, was a Cherie Blair mentor and has worked with companies like BT, The British Army and the BBC to inspire, motivate and train their leaders and leaders of the future.

### **Long Biography**

Elaine Powell is an Award-Winning Professional Speaker, Peak Performance & The UK's Top Public Speaking Coach and Founder of SWC Training & Consultancy. A company devoted to developing and transforming people's growth and development. Their aim is to get the best out of our clients, enabling them to see that anything is possible in their personal and professional lives.

Leaving a highly lucrative career in law, Elaine wanted to make a difference in young people's lives and choose a career working in a behaviour assessment unit for the most challenging young offenders in the country. Working closely with the psychologists and psychiatric team using Cognitive Behaviour Therapy, they made profound and lasting impacts on the young people's lives. This is where her love for understanding what makes us human and the impact and power of internal and external communication has on ourselves and others.

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In 2007, Elaine found her love of public speaking and thus the journey began. She became lead trainer at the world's largest youth speaking competition, won all 10 speeches in the Competent Communicators manual which was unprecedented at Bromley Toastmaster and was ranked, 1st in South London and 3rd in South East England in the International Toastmaster Speech Competition 2013.

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years, was a Cherie Blair mentor and has worked with companies like BT, The British Army and the BBC to inspire, motivate and train their leaders and leaders of the future.

## **Credentials**

Trained 25,000 people in the art of mindset and communication

Curator of TEDxYouth@Croydon, 2013, 2014 and 2015

Executive Coach

NLP Practitioner

Ranked 1st South East England - International Toastmaster 2012, Trainer in the Worlds

Associate Trainer - The World's Largest Youth Speaking Competition

Co-Author of Multiple Streams of Inspiration Vol II

Cherie Blair Foundation Mentor

## **Areas of Expertise:**

- Leadership
- Pitching
- Presentation Skills
- Communication
- Business Storytelling
- Relationships (sales, customer service)
- Resilience
- Stress/Balance