

# Shelley Taylor-Smith

## ***Motivation & Mental Toughness Performance Coach***

Seven-time World number one Women's Marathon Swimmer, Shelley Taylor-Smith is the only woman to hold a number one world ranking for both men and women in the history of any sport. This ranking led to the governing body, FINA, creating equal prize money and separate rankings for both genders that has left a global legacy for women and Shelley regards this as her greatest personal achievement.

Shelley was inducted into the International Swimming Hall of Fame for her outstanding commitment to marathon swimming.

Shelley has repeatedly demonstrated the power of her mind in overcoming adversity. Triumphant over scoliosis, partial paralysis and a benign breast tumour, Shelley proved that anything is possible if you're prepared to do whatever it takes.

In 1998, Shelley swapped her swimsuit for a business suit, focusing on making champions out of all of us. As founder and Director of Champion Mindset Consulting, Shelley launched The Feminine Code, a turnkey program empowering corporate women to transfer their unique potential and talent into peak performance. Its central focus is to create a culture of women sponsoring each other's power and leadership into the world, without having to lose their feminine spark. It gives women the tools to utilise their unique gifts, strengths, talents and purpose in business and life.

Shelley is Patron of The Esther Foundation in WA, Board Member for Swan River Trust and the Burswood Park and serves on the committees of FINA Technical Open Water Swimming, Swimming Australia Limited and Swimming WA. She is also an internationally best-selling author.

Time and again, Shelley has shown people how to achieve any goal, both personal and professional. She inspires businesses and individuals, CEOs, corporations, sales teams, business owners, sportspeople, entrepreneurs, educators and everyday people to get exactly what they want out of life.



## Client testimonials

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“ Shelley is able to transcend the sporting arena and ensure information is relevant at both a business and personal level. I highly recommend Shelley as a speaker.

- **OPTUS**

“ Shelley’s motivational presentation to my sales staff was just the kick in the pants we needed. She really touched their hearts and motivated sales so much, they achieved their monthly targets within 24hours

- **McInerney Ford, Perth**

“ A standing ovation from the audience and more importantly a new and improved tool kit that our Sales Team is using to achieve higher personal and professional success. Our sales team is stronger, and a share of our success is entirely due to Shelly’s influence on our team’s Champion Mindset

- **Cadbury Schweppes**

“ Shelley’s 100% commitment, discipline and self belief in herself and the swimmer’s potential helped create the best ever performance of an Australian Open Water Swim team: 2 gold, 2 silver, 2 bronze. These techniques are worth their weight in gold.

- **Head Coach, Australian Swim Team**

“ Almost one year on, the staff are still talking about you and the presentation you delivered for us. To have had such a lasting impact is quite remarkable.

- **Laing and Simmons**

“ Shelley's performance was exceptional - the content of her address was relevant and conveyed our intended message in an informative, well presented format. Shelley's performance was a key ingredient to the success of our event.

- **GE Commercial**

“ Your facilitation was brilliant, your speeches were fantastic and we all walked out feeling 100% ready to turn our dreams into goals. I have never seen a group of 125 people so pumped up and ready to face any challenge that life throws at them. The way you inspired a room full of different personalities, cultures and age groups was truly amazing and everyone walked out to 'think like a champion'. You were truly unforgettable.

**- Business Travel Australia**

“ People were very receptive to Shelley and I have had lots of positive comments since the event about her talk and how inspiring and energetic she was and how much they got out of it. Shelley was very easy to deal with leading up to the day and was happy to talk to people after the event.

**- Shire of Dowerin**

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