

A portrait of Jo Emerson, a woman with blonde, wavy hair, smiling and wearing a black turtleneck sweater. She has her arms crossed and is wearing a ring on her left hand. The background is a bright, out-of-focus window with white frames.

Jo Emerson Media kit

Confidence coach, human
behaviour expert and author

Jo Emerson

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About Jo

Jo Emerson is a leading confidence coach and human behaviour expert. She works with clients across the globe, helping them to make positive life changes and to achieve their goals for success via one-to-one sessions, live workshops, and through her online course, *5 Steps to Lasting Confidence*. Jo's debut book, [Flying for Beginners](#) was published earlier this year.

“Working with Jo has put me back in the driving seat of my own life.”
– Polly, Bath



Jo is a former BBC journalist and speaks at conferences and events across the UK about how to live a successful, authentic, confident life. She is available to provide expert comment and editorial on living with confidence and authenticity. She has been featured in and written for numerous publications including *Cosmopolitan*, *Good Housekeeping*, *US News*, *Saga*, *Woman Magazine* and *Prima*.

“It’s not often you come across a great speaker who is also warm, inspiring, full of wisdom and positivity. Jo is all of these things and more.” – The Glove Factory, Holt

Jo’s approach is media friendly—she’s warm, direct, engaging and funny. Her own authenticity shines through when she speaks, giving her audience a great sense of safety and understanding. Change happens when Jo speaks!

Recent topics have included:

Confidence & self-esteem	Effective communication
Finding your purpose	Love & relationships
Life without limits	Career development
Co-dependency	Mindfulness
Conflict resolution	Parenting
Entrepreneurial success	Team building
Self care	Leadership

Jo works with those who want to make major life changes, those in transition, those who know exactly what they want and those who don’t. She coaches individuals on a one-to-one basis as well as through group workshops, corporate coaching seminars, and via her online course.

Clients have included top executives and business leaders, entrepreneurs, empty nesters, struggling parents, young people and young offenders, business teams, mums returning to work, sports people, teachers, dieters, writers, creatives, administrators and everyone in between.

Jo helps her clients to view their situation with fresh perspective, to set goals, explore what's holding them back and develop tools to move forwards with confidence and clarity.

“The bottom line with any challenge in life is confidence: the ability to be truly yourself in any situation. A lack of confidence and self-belief are the underlying causes of the majority of issues we face as humans. I know from experience that this can dramatically change. With self-belief and confidence you gain the freedom to build from an authentic foundation, to achieve whatever you want from life and face anything that comes your way.”
— Jo Emerson

Jo has a thriving blog and advice column on her website, as well as an newsletter which reaches her list of over 1000 contacts each month. She has a healthy social media following and her frequent posts on both [Twitter](#) and [Facebook](#) are seen, shared, liked and commented on by thousands of people across the world every day.

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Press highlights

“In the UK especially, we have this weird fear of being seen to be arrogant (and hated for it) and so we’ll do anything to avoid being seen in this light.

Essentially, I think it’s because we’ve been programmed as children to show modesty and humility,’ explains lifestyle coach Jo Emerson”

—A Lesson in How to Accept a Compliment, ASOS.com

“Life coach Jo Emerson, meanwhile, suspects abusive bosses are often projecting their own personal fears onto others.

“Acknowledge their fear,” she says, while offering this potential response: ‘I understand you are worried that we won’t meet the target, but I can assure you I’m doing my best.’”

—Five Signs Your Boss is a Bully and What You Should Do, Yahoo News

“When you feel anxious, ask yourself what thought you were believing that caused the anxiety. Then ask yourself what your wisest, kindest friend might say – and believe this instead. Now, notice how you feel when you “try on” this new thought. The more you do this, the more you break free from negative self-talk.”

—Are You Your Own Worst Critic? Saga Magazine

“Fear tells lies. You simply wouldn’t have your job if you were unable to do it. So when you notice yourself believing the imposter narrative, stop and make a pledge to plug any knowledge or skills gaps you have by investing in some training or mentoring—and remind yourself that you’re good enough.”

—Banish These 5 Toxic Thoughts at Work, US News

“One thing I tell my clients is, you’ve only got today so make it count.”

—From Curveball to Comeback, Prima Magazine

“Remember that you’re not alone—Christmas Day is stressful for many people so don’t add to your stress by trying to create the perfect day with imperfect people.”

—Can I Uninvite His Parents? Pick Me Up Magazine

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Testimonials

"I noticed an immediate improvement in my outlook and confidence after out first session. I would highly recommend Jo to anyone."

– Danny Nicholas, Claritize

"Jo's professionalism, enthusiasm, wit and humour, patience, empathy and support – aided by her technical expertise of coaching – enabled me to work through my short term goals with confidence not trepidation, excitement not procrastination, to a very successful outcome. I can't thank you enough."

– Samantha Craven, Head of Marketing & Business, Deloitte

"Working with Jo has enabled us to see our business, and how we lead it, more clearly. We've been able to focus and plan for the future. It's been invaluable!"

– Sara Strickland, Suited & Booted Studios, Bath

"I've worked with Jo for the past year in re-evaluating my effectiveness and overall approach to my work and the people I work with. It's been a revelation, particularly for someone who never believed in any of this kind of stuff! If you want to look at a way to improve the effectiveness of the people in your team, or even yourself - it's practical, no-nonsense and it works!"

– Andrew Ecob, PAREXEL Access

"Jo's a fantastic coach. She can help a team to work better by promoting the deep understanding and listening skills that result in a 'safety net of trust'. With such a net beneath your teams, they can truly be inspired to come to work everyday, give their best and build your business. You should hire Jo."

– Jamie Bowen, ForgeRock

"The best (of millions) of development courses I've been on in all my big corporate jobs! I love your approach, Jo."

– Gill Kirk, Communications Consultant

"Working with Jo has put me back in the driving seat of my own life."

– Polly, Bath

Praise for Jo's debut book, Flying for Beginners

“Flying For Beginners takes the reader on a triumphant journey of self-discovery and inner cohesion. Easily assimilated and effective in its approach, Jo Emerson’s book unlocks our limited thinking and opens the door to a new world of limitless outcome.”

– Susan Winter, relationship expert and best-selling author of *Allowing Magnificence*

“It’s official! We all hear voices! Flying for Beginners reveals the inner workings and powerful influence of our internal dialogue. Taking us on an intimate journey we encounter different aspects of ourselves to discover our true friend and voice of wisdom. This is a book for those who want to build lasting confidence from the inside out. Full of genuine story, compassion for self, practical insight, tips and strategies to rescript your life. Beware, this read may change your life!”

– Sue Liburd MBE, Human Capital Entrepreneur

“Jo’s book made sense of all the negative chatter in my head. But not only did it explain what was going on but gave me simple but brilliant strategies to cope with them. It’s impossible to put down and felt like it was written for me. Deeply personal at times, Jo’s book made me feel like I wasn’t alone in my negative ways of thinking. I can honestly say no book has helped as much. Quite simply, it’s the answer!”

– Imogen Sparkes



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