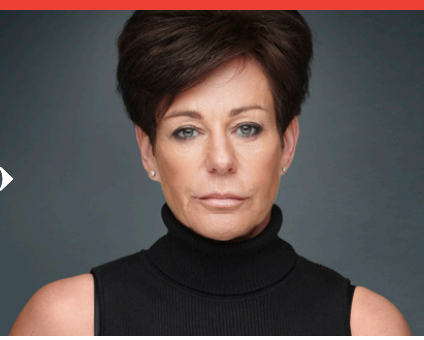
Penny Mallory
mental toughness›



KEYNOTE SPEAKER

Penny Mallory is a leading authority on Mental Toughness, helping organisations build the mindset required to perform under pressure.

In a world of rising targets, constant change and heavy workloads, mental toughness is not a luxury. It is a competitive advantage. Penny equips leaders and teams with practical tools to stay focused, confident and effective when it matters most.

Her credibility is built on experience, not theory.

Penny became the first woman to compete in a World Rally Car for Ford in the World Rally Championship - a position she remains the only woman to have held. She performed in one of the toughest, most male-dominated sports in the world, where hesitation costs results.

Her journey began far from the rally stage. After leaving home at 14, Penny spent three years homeless in London. Those early years forced her to develop resilience, self-belief and determination long before she understood the psychology behind them.

For over 30 years, Penny has studied performance psychology and continually tests her thinking in extreme endurance challenges - from back to back marathons and boxing fights, to the world's highest mountains and rowing the Atlantic Ocean. She believes Mental Toughness must be proven under pressure, not just discussed in theory.

Today, she combines lived experience with research-backed principles to help organisations develop mental toughness as a measurable, trainable skill.

Her clients include Microsoft, Google Cloud, Santander, Coca-Cola, NatWest, Waitrose, Tesco, Sony, Airbus and many more.

Penny's keynotes are engaging, practical and grounded in real-world application. No buzzwords. No hype. No cliches. Just proven principles that help people manage pressure, make better decisions and perform at a higher level.

She is a TEDx speaker and the author of 365 Ways to Develop Mental Toughness, World Class Thinking, World Class Behaviour, and Take Control of Your Life.

If you want a speaker who understands pressure from the inside out - and can teach your audience how to thrive within it - Penny Mallory delivers.