

## All About Fiona Murden



**Fiona is a Chartered Organisational Psychologist and Associate Fellow of the British Psychological Society, with a BSc in Psychology from the University of Warwick and a Business Masters from Warwick University Business School.**

**She began her career as a management consultant working on projects such as the launch of Sony PlayStation 2 but returned to education to complete her MSc in Organisational Psychology (with distinction).**

**Since then she has accumulated thousands of hours of experience in coaching and profiling leaders. Clients have included global giants such as BP, McKinsey, Burberry and Diageo through to small but impactful organisations such as Selfridges Group, Dr Martens and United for Global Mental Health.**

**Fiona is valued for her insight into how businesses run, how social systems work and what makes people tick. Her approach brings *cutting edge neuroscientific research* and behavioural science into everyday use. As well as coaching, profiling and advising leaders Fiona delivers key notes to a wide range of audiences including McKinsey & Co, The Royal College of Surgeons, Red Smart Women's week, New York Natural History Museum and the London School of Economics.**

**Fiona is also a multi-award winning & internationally best-selling author including [Mirror Thinking: Why Role Models Make Us Human](#). This has led to Fiona partnering with the Mintridge Foundation. Fiona's work evidences that role models & mentoring equates to greater life outcomes!**

**She hosts a podcast and frequently speaks on radio, podcasts and to media (e.g. The Times, BBC) across the English-speaking world. She has been an ear to elite athletes, advised government on policy around optimal decision making and written papers with medics on emotional resilience.**

