

JO CAMERON BEng, Chartered MCIPD, MA



Jo Cameron has always been a high performer. She is a well-known businesswoman and media personality. Her determination is commended and respected at the highest levels.

Setting up her first business in 2004, after being made redundant, her high performing career took off to new heights. In 2006 she beat off 10 000 other hopefuls to secure her place in the hugely successful TV show *The Apprentice*. She was the most written about and most memorable candidate. What made her famous was her sincerity, her passion and her ability to stand up for what she believed in. She made so much of an impact that she was commissioned to write the official BBC *Apprentice* column the following year.

After overcoming devastating personal adversity in 2006 she has become dedicated to helping people survive adversity and overcome difficulties in life.

She has grown a credible business portfolio in a very short space of time and has helped thousands of women increase their confidence and self belief with her WOW programme – Women on Their Way. Its primary aim is to improve women’s progression rates and it runs in a number of public sector bodies and blue chip organisations. She is co-founder of the Women on Their Way awards (www.womenontheirway.co.uk). The inaugural event in February 2009 received support from the British Prime Minister, Gordon Brown, attracted tens of thousands of pounds of media coverage and in 2010 will be extended into six regions.

Her achievement system Bouncebackability, has also been introduced to thousands through her seminars, talks and coaching processes, to help people reach much higher levels of achievement.

From commercial people to business owners; from sales staff to people in the medical profession, her programmes bring demonstrable results. In the commercial world her views are frequently sought by the decision makers in the UK Parliament, by Local Governments and by a plethora of FTSE 100 companies including High Street Banks and consulting firms. Her emphasis on women’s progression and their engagement in enterprise activities ensures that she is a credible advisor.

Her achievements started at an early age. After leaving school she took up a career in Engineering and went on to be awarded the regional Engineering Apprentice of the Year, at a time when there were very few women in the field. She then climbed a very challenging corporate ladder to reach a Senior Management position which only a handful of women achieve. Academically, she received the award for the best submitted thesis for her comprehensive work at Masters Degree level.

She is widely recognised for her positive psychology and for achievements and she now shares it with others to help them cope with change or adversity to become the high performing people they truly can be.

In 2008 she also used a combination of her own Bouncebackability process and Women on Their Way programme to be crowned winner of the Weakest Link Apprentice Special, beating candidates from all four series of the show to win over £11 000 for her chosen charity. It was made extra special by the fact that two years earlier she had been voted off first.

She continues to be a very active fund raiser for the charity for which she is patron, Sands (Stillbirth and Neonatal Death). In 2008 she embarked on a round-the-UK tour, running 17 10k races, ending late 2009. She is also an Ambassador for the UK Government's campaign to increase participation in enterprise, *Make Your Mark!* and she also mentors young business people on the *Prince's Trust* Programme. Her membership of the Chartered Institute of Personnel and Development firmly crystallises her expertise in this area.

Her newsletter is read by thousands and is distributed all round the world, carrying her message of determination to all corners of the globe.

She remains in demand as a media commentator on TV and Radio and as a motivational speaker at conferences. She has addressed audiences at such diverse venues as Oxford and Glasgow Universities, Lancashire Constabulary, Women in Business organisations and Chambers of Commerce. Her unrivalled determination continually to improve her own performance means that her seminars are action-packed, up-to-date with the latest thinking and always leave a lasting impact! The hundreds of personal testimonies underpin Jo's positive impact on making a positive difference to people's lives.

JoCameron HPA
HIGH PERFORMANCE ACADEMY