

FLOYD WOODROW

THE  
WARRIOR  
THE  
STRATEGIST  
AND  
YOU

HOW TO FIND YOUR PURPOSE &  
REALISE YOUR POTENTIAL



# Success has a strategy and failure is not an accident

We sometimes assume that success is bestowed upon the lucky few, but the truth is that success is much less about luck or chance than hard work or dedication.

In the world-renowned elite SAS, inspiring his men in the most demanding situations, Floyd Woodrow led his team to success time and again, and was awarded the UK's second-highest award for gallantry, the Distinguished Conduct Medal.

*The Warrior, The Strategist and You* uses Floyd's deeply practical, innovative and highly sought-after teachings, based on his Compass for Life approach, to show how each of us can unlock both the Warrior and the Strategist within.

Through invaluable lessons drawing on Floyd's own challenges and achievements, you will learn to harness your discipline and ability to fight for what you believe (the Warrior) while developing the analytical mind-set to plan, deliver and communicate the important milestones in line with your objectives (the Strategist).

Floyd will help you to understand your motivations and your fears, to clearly plan your goals, and to accomplish that plan boldly and successfully, developing the mental strength to overcome life's greatest obstacles. This is a philosophy for business, for achievement, for sport - and for everyone who wants to realise their potential and be the very best they can be.



## **Floyd Woodrow MBE DCM**

is the chairman and CEO of Chrysalis Worldwide a world-leading values-based performance company. He coaches international sporting teams, leading banks and financial institutions, governments, police forces, emergency services, international corporations and schools on all aspects of elite performance and leadership.



*"Floyd Woodrow delivers a masterclass in turning strategy into action, purpose into everyday practice. This is a field manual for achieving sustained high performance and a life well led. Inspiring."*

**James Kerr,  
Author of Legacy**

*"Floyd's simple but extremely effective philosophy is perfectly captured in this thoroughly engaging book. I have no hesitation in recommending it to you as a guide to elite performance."*

**Simon Timson,  
Director of Performance, UK Sport**

*"Floyd's metaphorical compass delivers us a how-to, no-limits approach to realising our untapped and unlimited potential. A magical, sparkling and pragmatic book."*

**Dr Emma J. Huxter**

*"Skilful and engaging...Floyd Woodrow presents us with clear and practical advice on dealing with tough questions so often left unanswered."*

**Eric Coutts,  
CEO of Edmund de Rothschild (UK) Ltd**