

Tom Cross



Tom is a highly experienced performance psychologist, having worked in Olympic sport and currently working in professional and disability sport bringing the lessons that he consistently learns into the consulting arena. Tom originally started his career in advertising as a media planner/buyer working his way up to a Senior Account Manager. However, in 2008 he took a change in direction and qualified to become a sports psychologist, and worked for the English Institute of Sport (EIS). He spent 5 years with the GB woman's hockey team and supported them at various competitions including the London 2012 Olympics, 2 World Cups and 2 Commonwealth Games.

While at the EIS he also worked for England Rugby and GB Wheelchair Rugby. He is now Director of Awaremind and works for Sussex County Cricket Club and for the England Blind football Team.

Tom has worked as a consultant in business as a trainer, coach and facilitator for the past 5 years. He has worked in a varied cross-section of industries around the World. These have included companies such as Molson Coors, British Telecom, Vodafone, Sainsbury's, Hedge funds, Commerzbank and Macmillan Cancer Support.

Tom has a passion for the area of mental resilience. He utilises his strong background working in elite sport to help clients understand and develop their ability to perform under pressure and fulfill their potential. He is especially interested in increasing people's awareness of their personal resources and their capability to employ them when needed. Furthermore Tom utilises a large toolbox of techniques that can help clients develop their resilience and not just survive in pressurised situations, but thrive and be effective. Through working with leaders and coaches on a day-to-day basis, Tom is immersed in the world of coaching and leadership, and he understands how coaches have to adapt and change their style in relation to the performer they are working with. Tom is passionate about coaching and it's integral role in team and organisational effectiveness and well-being.

Finally his experience has taught him that using concepts of acceptance, slowing down in order to reflect and lastly discussing the powers of 'leading with vulnerability' can be strong behavioural change initiatives in Leaders. Tom is a British Psychological Society (BPS) Chartered Sports and Exercise Psychologist and an Associate Fellow and also a Registered Practitioner Psychologist with the Health Care Professions Council.