

# Mental Toughness Conference 2026

Budapest | May 13-14, 2026

## Meet Our Speaker

### Joanne Taylor

AQR Consulting

#### **Levelling Up from Within: The Psychology Behind Social Mobility**



Working extensively in communities experiencing multiple layers of disadvantage, Joanne Taylor has seen firsthand that transformation begins with how people think, not just what they do. In this session, she demonstrates how the Mental Toughness framework can be used to build confidence, resilience, and aspiration among individuals who have often been labelled, limited, or overlooked. Drawing on recent work with YMCA Cheshire, the Black Country Talent Match programme, and Liverpool Talent Match, she illustrates how strengthening self-awareness, reframing barriers, and building self-belief can create meaningful change for individuals, organisations, and the wider community.

The session explores the principle of “layers not labels,” acknowledging the complexity of lived experience and how small shifts in mindset can unlock profound progress. Joanne also shares measurable outcomes, showing how mindset development can lead to tangible improvements in wellbeing, employability, and social mobility.

#### **About Joanne**

A Mental Toughness Master Practitioner and ILM Level 7 coach, Joanne specialises in leadership development, coaching, and applied psychology—designing programmes that drive meaningful, measurable change across housing, social care, and community sectors.

