

Trainer Bios

Laura Thomson

About Laura

Laura Thomson has been a full-cycle trainer for 10 years, working in a variety of recruitment companies; designing, developing, delivering and evaluating training. Following completion of her BSc Human Psychology degree in 1999, Laura started her career working as a consultant for one of the high streets most successful brands. She progressed to work as a Training Consultant developing hundreds of Recruitment Consultants and Managers for one of the world's largest Recruitment Groups.

Laura has delivered training sessions and seminars for groups up to 400 at a time in her role as Training Manager for a large retail and direct-selling organisation, where her Effective Selling courses directly contributed to year-on-year revenue increases. She also honed her experience training managers and executives in how to encourage peak performance in others.

Laura has most recently been involved in creating a start-up recruitment company in the logistics industry, which has since been sold onto investors and is enjoying unrivalled success amongst competitors.

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Laura's Style

Laura has a high energy delivery style, using practical examples and humour to focus people on to what will make the biggest difference to their results. Her belief is that if you 'Always do what you've always done, then you'll always get what you've always got' – and so training should be about injecting fresh ideas and perspectives to put into practice and see the difference in performance.

She is well-suited to training those who are new into the industry, with the emphasis on simple, tried and trusted strategies and processes that enable new starters to hit the ground sprinting, therefore adding to a company's competitive advantage.

Laura also enjoys supporting and coaching people on a 1-2-1 basis, having seen many transformations in people over the years, she finds this particularly satisfying. She enjoys nothing more than seeing someone overcome a particular objection, closing a deal better, or asking for more business, as a result of attending one of her training sessions.