



DEAN WOODS

BIOGRAPHY

Dean Woods is one of Australia's most successful cyclists. During his career he was an Olympic Gold, Silver and Bronze medallist, set one world record and four national records, and won 20 national titles and 15 state championships, and was three-time world cycling champion. Dean is also an inducted member of the Australian Sporting Hall of Fame.

After his illustrious cycling career, Dean spent over 20 years creating and building businesses and applying his "Olympic mindset" to see the growth and success of those businesses. Dean is not only highly respected in the cycling world, but also in the business world.

In addition to building a number of successful businesses, Dean's career boasts a specialised background employment and human resources, entrepreneurship, mentoring, and consulting.

A business mindset is no different to the Olympic mindset. This is the same mindset that Dean has regularly used and taught, even when he was diagnosed with stage 3 throat cancer in late 2015 and endured 5 weeks of intensive radiotherapy and chemotherapy.

Psychology and the importance of being and remaining emotionally stable underpinned Dean's ability to remain 'realistically positive' through this ordeal in order to achieve the best outcome possible; essentially Dean was in control of what he was able to control.

Whether it be turning an idea into a reality, improving your business or staff performance and creating an environment that people will love to work in, or developing a customer service mindset that will be so infectious you will have clients for life.

Let Dean guide you through life's roller coaster ride; before, during, and after the victory and demonstrate how he uses the principals he has developed in his personal and professional life.