EVENT ORGANISER RESOURCES

Speaker biography

Jenny Williams | Keynote speaker on leading through uncertainty

Short speaker biography

Jenny Williams is a keynote speaker, executive coach and author specialising in leading through uncertainty.

She is the author of the #1 Amazon bestseller in Leadership and Management, *Brilliant Doubt: Harnessing Uncertainty to Lead with Impact*, and an ICF Master Certified Coach, the highest ICF credential and one held by only around 4% of ICF-credentialed coaches worldwide.

Drawing on more than 5,000 hours coaching senior leaders, Jenny challenges the assumption that strong leaders should always appear certain, helping audiences think better, decide better and act when the answer is not obvious.

Long speaker biography

Jenny Williams is a keynote speaker, executive coach and author whose work explores one of the defining leadership challenges of our time: how to lead when certainty is no longer available.

She is the author of the #1 Amazon bestseller in Leadership and Management, *Brilliant Doubt: Harnessing Uncertainty to Lead with Impact*. Her work challenges a deeply embedded assumption in organisational life, that good leaders should always appear certain.

Jenny introduces the concept of Professional Doubt, which can show up as self, situational or systemic doubt, and Active Doubt, a practical way of working purposefully with uncertainty rather than becoming paralysed by it.

She is an ICF Master Certified Coach (MCC), the highest ICF coaching credential and one held by only around 4% of ICF-credentialed coaches worldwide, with more than 5,000 paid coaching hours.

Jenny has worked with senior leaders and organisations across very different worlds, including the Ministry of Justice, Monzo, Google, NHS and Experian.

Before becoming a coach, she spent 17 years working at senior level in marketing and sales in the UK and globally, including as Creative Director at Nokia. She also worked for organisations including Mars Confectionery and News International, and as a consultant with L'Oréal.

This combination of first-hand organisational experience, thousands of hours inside senior leadership conversations and original thinking on doubt gives Jenny a distinctive perspective on what leadership requires now.

Her keynotes combine provocative ideas, real organisational stories and practical tools that challenge audiences to rethink certainty and become more skilful at leading when the answer is not obvious.