



Tabby Kerwin

Bringing clarity, courage and practical strategies to your audience.

CEO, TEDx Speaker,
Executive Coaching Psychologist,
Facilitator & Best-Selling Author

On a mission to help 7 million people protect their mental health, grow with grief and PERFORM at their best in the next 7 years

Tabby Kerwin (MAPP) helps audiences discover resilience, unlock confidence, and protect their mental health. A widow, Doctoral candidate in Coaching Psychology, multi award-winning mindset coach, best-selling author, TEDx speaker, and advocate for mental health protection, Tabby combines science, storytelling, and straight-talking honesty to create lasting impact for those who listen.

Audiences leave her talks with practical tools and a new perspective on what it means to PERFORM at their best, without sacrificing their wellbeing. Her TEDx talk, **Widowhood Made Me Happier**, challenged perceptions of grief, resilience, and joy, proving how adversity can spark growth and possibility. Through her national campaign, **Get Your Ducks in a Row**, she inspires people to safeguard their mental health before crisis hits and she is on a mission to help 7 million people protect their mental health, grow with grief & PERFORM at their best.

What makes Tabby stand out is that she doesn't just share theory, but her lived her experience and wisdom. Having lost her husband, brother, and father, she turned profound grief into a mission to help others grow through challenges. With the performance skills of a professionally trained musician, the insight of a positive psychology practitioner, and the empathy of someone who's walked the path of loss, Tabby makes audiences feel heard, understood, and empowered.

Through her unique PERFORM framework and her Three Ps philosophy: Possibility, Productivity, and Performance, she equips leaders, teams, and individuals to shift their mindset, build resilience, and protect what matters most. Whether on a keynote stage, workshops, or 1:1, audiences walk away with clarity, courage, and practical strategies they can use.

SIGNATURE TOPICS

- ✓ Growing with Grief
- ✓ Widowhood Made Me Happier
- ✓ PROTECTING Mental Health
- ✓ High PERFORMance
- ✓ Mindset & Choosing Happiness
- ✓ Organisational Mental Health Protection & Wellbeing
- ✓ Productivity & Performance
- ✓ Getting Your Ducks in a Row

"Tabby is a wonderful person to work with. Her passion and enthusiasm as a mental health advocate is inspiring."

"Working with Tabby has been an absolute game-changer and given me a new found confidence. Her exceptional training and expertise in coaching have transformed my approach to handling grief and loss."



 **11.6K**

social media followers across
various platforms
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Get in Touch!

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www.theperformexperience.com

 **1.5K**
email subscribers



Tabby Kerwin

*Widow, Mental Health
Protection Advocate, Storyteller*

Growing with Grief Protecting Mental Health PERFORMing at your best

*On a mission to help 7 million people protect their mental health, grow
with grief and PERFORM at their best in the next 7 years*

ABOUT ME

Hi! I am Tabby Kerwin (MAPP).

I am a coaching psychologist, TEDx speaker, best-selling author, and award-winning mindset coach who turned widowhood and profound grief into a mission to empower women to grow through loss.

I share my journey of widowhood and growth with grief to help everyday people protect their mental health, get their ducks in a row and build resilience from the hardest challenges. My work is built on honesty, possibility, hope, kindness, gratitude and practical strategies grounded in positive psychology.

A Doctoral candidate in Coaching Psychology, I blend science, storytelling, and raw honesty to help individuals and organisations rebuild resilience, protect their mental health, and rediscover possibility after heartbreak.

COLLABORATION OPPORTUNITIES

- ✓ Sponsored Posts & Reels
- ✓ Product Partnerships
- ✓ Brand Ambassadorships
- ✓ Events and Keynote Speaking Engagements
- ✓ Campaign Partnerships

"I love your posts, they give me such hope."

"You help me think differently about grief."

CONTENT THEMES

- ✓ Growing with Grief
- ✓ Widowhood
- ✓ PROTECTING Mental Health
- ✓ High PERFORMance
- ✓ Resilience & Happiness
- ✓ Life After Loss

AUDIENCE INSIGHTS

1.4k personal Insta followers

60.6k views in last 30 days

33.5% viewers in UK

20.1% viewers in USA

65% viewers are women

58% viewers aged 35-54

MEDIA & CLIENT EXAMPLES



Get in Touch!

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✉ **1.5K**
email subscribers