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Sally Smith

Speaker, Wellbeing and Leadership Coach



Sally brings a unique blend of business leadership skills, wellbeing expertise and coaching. With 25 years of experience in the wellness industry - including senior leadership roles with global brands - she understands both the pressures of high performance and the importance of balance.

After experiencing burnout herself, Sally retrained as a Master Practitioner in Neuro-Linguistic Programming (NLP), undertaking extensive personal coaching to fully experience the process of transformation.

Through her You First Coaching Framework™, she delivers engaging webinars, workshops and talks that are practical, holistic and easy to apply. Sally's approach blends coaching, mindfulness, and NLP strategies to help employees build resilience, manage stress, and create positive, lasting change - both at work and in life.