

# Rob Baker

tailored  thinking

## Profile

Rob is a specialist in bringing positive psychology to life within organisations. **Founder and Chief Positive Deviant of Tailored Thinking**, a leading and award-winning evidence-based positive psychology, wellbeing and HR consultancy who were named **HR Consultancy of the Year 2020 by the CIPD**.

Rob is world-leading when it comes to enabling and encouraging job crafting within workplaces. He is a TEDX speaker and author of Personalization at Work by Kogan Page, a practical and evidence-informed guide to applying job crafting which was a finalist at the 2021 Business Book Awards.

Rob is a Chartered Fellow of the CIPD and a Chartered Fellow of the Australian HR Institute. He has a first-class Masters in Applied Positive Psychology from the University of Melbourne and continues to research and collaborate with academics from the University's Centre for Wellbeing Science.



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# Speaking

Rob is an experienced international keynote speaker and facilitator. He regularly speaks and contributes at conferences and organisational events.



Rob is passionate about making work better through the application of science.

Rob's research and case studies on creating personalised approaches to work has been presented at national and international academic and professional conferences. He frequently speaks on flourishing, wellbeing and "wholeself" working.

## **Regular speaking topics include:**

- Crafting better work - bringing our whole and best selves to work
- Creating exceptional well beings
- Bringing positive psychology to work
- The science and art of wellbeing
- Creating personal and team harmony in a hybrid world

# Workshops

Tailored Thinking **design** and **deliver** workshops with a focus on delivering lasting change for people and organisations.

## Popular workshops include:

### Crafting better work

Exploring how we can bring our whole and best selves to work by making work more personal, meaningful and productive. Attendees are introduced to, and explore the concept of job crafting and shown how they can take a more personalised approach to their work.

### The science + practise of thriving at work

Exploring how we can apply the science and thinking from the fields of positive psychology and behaviour science to make work happier, healthier and more productive. Participants will learn actions they can take to influence their own flourishing at work and how to support and encourage the wellbeing of others.

### Bringing strengths to work

Exploring how to bring a strengths-based approach to work to increase engagement, satisfaction and overall wellbeing. As well as exploring personal strengths, practical tips and examples of how to use a strengths based approach to give positive feedback to others.

99%

of participants would recommend our workshops to colleagues

97%

of participants feel they are able to make a positive change at work post-workshop

# Testimonials

Rob is an **engaging speaker** and his passion for the topic of positive psychology really comes through in the way he presents.

Workshop participant, PwC



Northumbria  
University  
NEWCASTLE

Really enjoyed the session - great mix of participation and presentation and lots of useful and thought provoking content.

Workshop Participant,  
Northumbria Uni

The workshop was really valuable, we found common themes between our roles and things that have helped us become more focused/productive/happy at work.

Workshop Participant,  
Virgin Money



# Make work better

Make better work



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Tailored Thinking



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Tailored Thinking are a positive psychology,  
HR and wellbeing consultancy striving to be  
a force of good in the world of work.



www.tailoredthinking.co.uk

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