



The **PERFORM** Experience

**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**

The PERFORM Experience® was created and developed by Tabby Kerwin MAPP, following research and study into the science of happiness and wellbeing combined with lived experience of grief and poor mental health.

Working in the field of mental health and wellbeing, Tabby became aware that the narrative around mental health is one of reaction – we wait until someone is experiencing poor mental health or mental illness to signpost them to the help they need. This isn't enough and we need to do more to help people become healthier and happier and reduce the number of lives lost from mental ill health.

Whilst this signposting is important and saves lives, we need to shift the narrative to one of protection and prevention and, based on her own experience of living with depression and anxiety to becoming emotionally fitter and growing with her grief, as part of her Masters in Applied Positive Psychology research, Tabby developed her unique PERFORM framework.

PERFORM incorporates seven elements of:

P E R F O R M

Possibility

Enjoyment

Resilience

Focus

Optimism

Relationships

Mindset

TPEasy

TPE
COURSES



PERFORM
Mind Gym

TPE provides a range of free and paid CPD and holistic resources, including the PERFORM Mind Gym, all designed to help with its mission **to help 7 million people protect their mental health, grow with grief and PERFORM at their best in the next 7 years.**

SIGNATURE RESOURCES

- ✓ CPD & Holistic courses
- ✓ PERFORM Course
- ✓ Grief Support & Awareness
- ✓ Growing with Grief
- ✓ The Art of Positive Coaching
- ✓ Certificate in Effective Leadership Course
- ✓ The PERFORM Mind Gym
- ✓ Get Your Ducks in a Row

“Tabby’s honesty, integrity and passion for this subject meant that I felt comfortable sharing my thoughts and answering questions in a group of people I hadn’t met before.”

“Tabby was excellent. She was very engaging and extremely capable of leading discussions on sensitive subjects.”



TPE is run by Tabby Kerwin & her son Olly Kerwin-Clegg

Get in Touch!

info@theperformexperience.com

@theperformexperience

www.theperformexperience.com

✉ **1.5K**

email subscribers



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
[@tabbykerwin](#)
[@modeforexperience](#)
[@theperformexperience](#)

Get in Touch!

tabbyk@theperformexperience.com
www.tabbykerwin.co.uk
www.modefor.co.uk
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!

tabbyk@theperformexperience.com
www.tabbykerwin.co.uk
www.modefor.co.uk
www.theperformexperience.com

1.5K
email subscribers