Speaker · Trainer · Founder

Shabina Ahmed

Built with Strength. Made to Shine.

Founder & CEO
The Mothers' Springboard Programme



9 YRS	100+	100+	5
leading MSP	women supported	hours leading workshops	programmes delivered

ABOUT SHABINA

Shabina Ahmed is an entrepreneur, charity founder and mother of three. She speaks on Resilience, Leadership and Wellbeing. Through personal and relatable stories and practical insights she helps people step into their power, redefine success and create a life that feels as good as it looks.

Born and raised in London, she left home at sixteen and became a mother at seventeen while estranged from her family. She has started from square one again and again. In 2017 she was expecting her third child and hit by the two-child benefit limit. That year she founded **The Mothers' Springboard Programme**. For nine years it has helped 100+ women rebuild confidence and step into work, business or education.

Across all of them she saw one pattern: the barrier isn't skill, it's permission. That insight sits at the heart of every talk. She gives people practical systems to support their big life dreams and build purpose-driven careers so they can thrive at home and at work. Audiences leave engaged, relieved and inspired.

WHY BOOK SHABINA

> **Relevant to your room.** A briefing call agrees what success looks like. Then the talk is shaped around your people.

> **Practical and interactive.** Audiences take part and use tools tested over nine years at MSP. There's no filler.

> **Honest about the messy middle.** She speaks from the scar, not the wound, and promotes self-reflection.

TOPICS

- Resilience (Signature)
- Leadership & Motivation
- Work–Life Balance & Burnout
- Mental Health & Emotional Intelligence
- For Women's Events: Motherhood & Female Empowerment

Watch the showreel
See Shabina on stage

KEYNOTES

Signature Keynote

THE LOUDEST PLACE: ROCK BOTTOM AND RISING

Shabina's story from teenage mum to charity founder and the framework it taught her: **The Springback Method** (Root, Remember, Rise). Attendees learn how to find the resilience they already have, why the barrier is permission rather than skill and one practical next step towards the life they want.

Work–Life Balance

EXCEL WITHOUT BURNOUT

Stop doing it all. Start doing what matters. Simple systems for emotional, career, social and financial wellbeing. Plus why rest is a performance strategy.

Leadership & Motivation

PERMISSION UNLOCKS POTENTIAL

You don't lack ability. You lack permission. Using **The Permission Principle** (Permit, Prove, Progress): why confidence comes before careers and how leaders give their teams the same permission.

Mental Health & Emotional Intelligence

YOU CAN'T POUR FROM AN EMPTY CUP

Get your house in order, then build. A self-care audit across body, mind, money and relationships plus boundaries without guilt.

Every talk runs 20–60 minutes and can be delivered as a workshop. Each one can be tailored on request. There are also versions for women's events that bring in motherhood and female empowerment.

GET READY TO...

- **Hear the room go quiet** or light up with laughter and energy
- **Send people home inspired** and with a workable plan
- **See people take responsibility** and make values-led choices

BACKGROUND

- **Founder & CEO, The Mothers' Springboard Programme** (2017–present). A free 10-week programme empowering mothers across London to rebuild confidence and step into work, business or education and training. Built by mothers for mothers
- Mentored by Petra Velzeboer (author, speaker and culture builder) and for 20 years by Mark Smith (social entrepreneur and co-founder and CEO of Ada, the National College for Digital Skills)

WHAT PEOPLE SAY

> "Shabina lit up the room when she entered... She opened our eyes to the myriad of challenges single mothers face when trying to find employment. Shabina is a brilliant storyteller and really connects to the audience on a human level."
>
> Allison English, Zonta Club of London

> "She inspired everyone in the room with an energetic, engaging talk on resilience."
>
> Julia Darlington, Senior Leadership Coach, City Ladies London

> "Insightful, engaging and really relatable... a positive and empowering space for our members."
>
> Ayomide, University of Law, on Shabina's professional development workshop

BOOK SHABINA

Formats	Keynote, Workshop, Training, Panel, Facilitation or Fireside Chat
Includes	Pre-event briefing call
Location	London, UK, Virtual and International
Fee	Shaped to format and audience; quote on request
Email	hello@shabinaahmed.com
Phone	07542 934949