

Joanne Taylor

Meet Joanne

As Joint Managing Director of AQR Consulting, Joanne brings a people-first, evidence-based approach to leadership, coaching, and organisational development. With over a decade of experience in consultancy, she is passionate about using psychology to improve performance, resilience, and wellbeing—helping individuals, teams, and organisations unlock their potential through insight, challenge, and practical tools for growth.



A Career Built on People & Performance

Before joining AQR Consulting in January 2024, Joanne spent 10 years at ARK Consultancy, where she established and led the ARK Academy. Her work focused on leadership development, coaching, and cultural transformation, designing and delivering programmes that enhanced resilience, adaptability, and collaboration across the housing and social care sectors. Alongside this, Joanne has held senior roles spanning membership organisations, consultancy, and youth development, always driven by a commitment to creating meaningful impact through people.

Coaching & Facilitating with Purpose

A qualified coach since 2013, Joanne holds an ILM Level 7 in Coaching & Mentoring and is a Master Practitioner in NLP, Timeline Therapy, and Mental Toughness. She is also a BPS-accredited psychometric assessor. Joanne is a member of the EMCC and has designed and delivered EMCC-accredited coaching programmes. In 2024, she was invited to speak at the ICF Korean Chapter, sharing her expertise in coaching and leadership. Her coaching approach blends curiosity with structure—helping leaders and teams build psychological safety, navigate change, and develop self-awareness that drives sustainable results.

Qualifications & Expertise

- ILM Level 7 Coach & Mentor
- Master Practitioner in NLP, Timeline Therapy & Mental Toughness
- BPS Accredited Psychometric Assessor (MTQ, ILM72 Leadership, Teamworking Inventory)
- EMCC Member
- Foundation Degree in Business Management
- Currently studying MSc in Business Psychology

Joanne believes that growth comes from self-awareness and connection. She challenges leaders and teams to reflect on how their thinking shapes their behaviours and culture—supporting them to reframe challenges, build resilience, and create lasting impact.