



Frederika Roberts is an ordinary person who has experienced extraordinary events. In business, she has learnt at least as much from her mistakes as from the things she got right. Her personal life has been a roller-coaster of emotions, yet Frederika feels exceptionally lucky and describes herself as 'fundamentally happy'. Now she shares her poignant, emotional story and her 'Recipe for Happiness' with audiences and readers to help them be happier, more resilient and more successful at achieving their goals.

Peppered with a sprinkling of culinary references, gentle humour and a real zest for life, Frederika's talks are insightful, thought-provoking and emotionally charged, yet lively and upbeat.

Frederika is available for:

**Keynote Speeches &
Workshops / Masterclasses in**

*Businesses and Public Sector & Educational
Organisations*

Born in Italy, of dual Italian and German nationalities, Frederika moved to Luxembourg with her parents when she was two years old. She moved to the UK in 1990 to study at the University of Bradford, where she met her husband.

After obtaining her BSc(Hons) in Business and Management, Frederika undertook post-graduate studies in education and became a qualified teacher. Over the years, she has worked in education, held customer services and sales roles and worked in recruitment. She has set up and run her own businesses, managed teams and worked for herself.

She now lives in South Yorkshire with her husband and two teenage daughters.

Frederika is a phenomenal speaker who by the title of her keynote alone packed the room of BBC staff. What Frederika has to say about 'Recipe for Happiness' is refreshing and helps view our experience of life through a fresh prism. Frederika is wholly engaging and has the talent of telling her story and her 'Recipe for Happiness' in such an engaging way. All of us in the audience were taken on a journey and touched with emotion both enlightening and endearing. ... Frederika was a pleasure to work with. She's professional and always good at communicating. I'd definitely recommend Frederika to any of my colleagues in the BBC looking for an A Class speaker.

Toby Mildon, Project Manager, BBC

Frederika changed my whole outlook, reminded me about what's important, and gave me tools to be more successful. And she did it all with energy, fun, enthusiasm and total engagement.

She's the vital missing ingredient for every business and person that wants to be successful.

David Abbott, Event Attendee

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