

# Joe Tudor ™

Joe is an inspirational keynote and TEDx speaker, former salesperson, and founder of Reconnect, dedicated to helping people grow from mental health struggles.

Sharing stories and insights from his own experience with depression and anxiety, Joe helps people restore hope and build a mental health toolkit that works for them. He is trusted by a range of organisations, including FTSE 250 businesses, innovative start-ups, NHS nursing teams, and clinical psychologists.



Drawing on his background in elite football coaching and corporate sales, Joe supports high-performing teams to develop authentic resilience, avoid burnout, and create sustainable success. Joe also partners with leaders to transform mental health from a problem to fix into a powerful opportunity for growth.

Joe's research with over 1,000 UK adults revealed the need to change our approach to mental health. Using these insights, he launched the social enterprise Reconnect Club—alongside a leading clinical psychologist—helping people find community and tools to grow from depression. The pilot, evaluated by the University of East London, reported excellent outcomes. Joe shares the stories behind his research to challenge the current approach to mental health, including co-presenting the British Psychological Society's 'Understanding Depression' training and speaking at TEDxNHS, where he offered the NHS a different understanding of depression.

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Joe began his career in recruitment before moving into enterprise sales at one of the world's largest tech companies. Despite outward success, he battled depression and anxiety, using work to mask his pain.

Burnout and sleepless nights pushed him to see a doctor, who diagnosed depression and attributed it to a chemical imbalance, leaving him feeling broken and withdrawing from life. He took more sick leave and nearly quit his career. Everything changed when a therapist helped Joe see his depression as a response to life events rather than a chemical imbalance, restoring his hope for the future.



Joe is now determined to help other people and organisations find the hope, tools, and community needed to grow from life's toughest times. He challenges organisations to rethink mental health through authentic, thought-provoking talks that resonate. Most importantly, Joe helps to create a conversation and culture where people feel able to speak up and connect.

Together, we can regain hope, find genuine connection, and explore the tools that make real growth possible.