

BEYOND SUCCESS

Private Coaching with Thomas Woodland



Thomas Woodland

For those who have achieved everything, yet know something is missing.

Beyond Success is a private coaching engagement for founders, executives, athletes, leaders, and public figures who have reached the summit, only to realise their success feels empty and more of the same is not the answer.

You built the thing. Made the money. Earned the title. Got everything you wanted.

And somewhere along the way, a quiet question started following you around.

Is this really it?!

This is not about performing better at the game you are already playing. It is about understanding why winning the game feels empty, discovering who you really are beneath the character you have been playing, and creating a life that is actually yours.

Beyond Success is for highly accomplished people who have the courage to question the assumptions on which they have built their life, and the willingness to let go of who they thought they had to be.



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The Silent Crisis At The Top

2.6x

Former elite athletes suffer depression at 2.6x the general rate. Among former NFL players this rises to 2.9x.

BMJ Open Sport & Exercise Medicine, 2024.

93%

Of founders show signs of mental health strain and 76% report feeling lonely, which is 7x the workplace average.

UCL School of Management / Foundology, 2024

\$78m

Average net worth of UHNW households surveyed who felt financially insecure, isolated, and burdened by their wealth.

Boston College Center on Wealth and Philanthropy

WORSE

Achieving wealth, status, and recognition goals is associated with increased ill-being, not improved wellbeing.

Niemiec, Ryan & Deci, University of Rochester.

"From the outside, my life looked perfect. But inside, I felt disconnected. My life wasn't mine. It was an act driven by the need to meet expectations I couldn't even define. It was like I was trapped in a script. This insight in my first session with Thomas changed everything."

Founder & Investor, New York

Does This Sound Familiar?

- You have achieved more than most people will in a lifetime, but feel incomplete.
- You no longer feel the excitement for achieving milestones the way you used to.
- You are performing well on the outside and quietly unravelling on the inside.
- You realise that more of the same is not going to fill the emptiness you feel.
- You suspect the life you have been living was built on someone else's idea of success.



If this resonates, you are in the right place. What you are feeling is not a sign that something is wrong with you. It is a sign that you are ready to discover a deeper dimension of life.

"Working with Thomas saved my marriage, gave me the confidence to lead with greater freedom and trust, and sharpened my decision making. In ways I could not have predicted, the impact cascaded through my entire life, strengthening my relationships and deepening my appreciation of what truly matters."

Managing Partner, Private Equity, London

What Changes Through This Work?



Most high-achievers arrive here playing a character built on assumptions and beliefs they never consciously chose.

Driven by family expectations, cultural conditioning, and the relentless pressure to perform, you have built a life that looks extraordinary on paper. But it was never really your own.

The work is to help you discover who you really are when you stop performing.

Clients describe a shift from constant internal pressure to a genuine sense of freedom and direction. The exhausting effort of being someone you are not finally lifts.

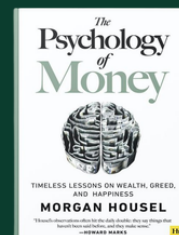
What rises in its place is the unapologetic experience of being yourself, and living a life that is truly yours. With this, many of life's problems fall away. The health issues. The fractured relationships. The poor financial decisions. Because these are all symptoms of the same root cause.

"I feel proud, energised, and liberated to live a life that is truly mine. Thomas helped me see that my real value isn't in chasing my father's legacy or proving myself to others. It's in discovering my own path, and having the courage to build something aligned with who I actually am."

NextGen Leader, Saudi Arabia

The Real Cost of Staying Stuck

If you have read *The Psychology of Money* by Morgan Housel, you will know that financial disaster is almost never caused by lack of intelligence. It is caused by behaviour. And the vast majority of behaviour is driven by conditioned beliefs and fear-based emotional states. *Beyond Success* addresses this at the root. Here are five of the most common and costly consequences of not doing this foundational work.



The Cost	What It Looks Like	Real Life Examples
Financial, Reputational & Collateral Damage	Smart people believing their own myth and operating recklessly with hubris. Beyond the obvious personal damage, families, investors, employees, and taxpayers suffer financially and emotionally.	Bill Hwang Adam Neumann Dick Fuld The Financial Crisis
Fraud, Bankruptcy & Prison	Behind once celebrated names in finance and technology lay systematic fraud. The famous cases are only the visible tip. For every headline collapse there are thousands that remain undetected or never make the news.	Bernie Madoff Sam Bankman-Fried Elizabeth Holmes Enron
Generational Wealth Destroyed	The wealth and legacy survives the first generation. The wisdom and character that built it rarely does. The Williams Group found 70% of wealthy families lose their wealth by the second generation and 90% by the third.	The Gettys The Vanderbilts The Pulitzers
Divorce & Broken Families	The same disconnection from self that drives the relentless pursuit of success often erodes the capacity for genuine intimacy. Marriages break down. The financial and human cost to families is deep and lasting.	Jeff Bezos Tiger Woods Arnold Schwarzenegger Bill Gates
Addiction, Depression & Suicide	Depression affects lawyers at 3.6 times the general population rate. 55% of CEOs reported a mental health issue in the past year. Addiction, depression and suicide are unnecessarily common at the top.	Kate Spade Charlie Sheen Mike Tyson Matthew Perry

Three Ways to Work Together

Whichever programme you choose, Thomas meets you in your world and works with you toward genuine freedom, purpose, and aliveness. Thomas only works with clients who are a perfect fit. All engagements are delivered 1:1 and in complete confidence.

Programme	Details	Investment
Catalyst Session	Half-day session online. Available in person on request, additional expenses may apply.	£5,000 + VAT
Ongoing Partnership	Four-month online programme. 8 x fortnightly 90-minute sessions and support between calls.	£15,000 + VAT
Immersive Retreat	2.5-day in-person private retreat at Lime Wood, a five-star hotel and spa in the New Forest.	£25,000 + VAT + expenses



“A trusted advisor introduced me to Thomas at the moment I was about to lose everything that mattered. The journey we went on transformed my world. We stabilised my leadership, revitalised my marriage, and deepened my connections with family and friends. Partnering with Thomas saved me from disaster.”

Tech Founder & Investor, Silicon Valley

About Thomas Woodland



Thomas dedicated over a decade to a career in private equity, completing an MBA at London Business School and working on over \$5bn of deals along the way. By every conventional measure, he was winning.

The career. The money. The W1 apartment. The body. The life.

But finally, the cracks that had been there all along became too big to ignore. Addiction drove him to a profound realisation: the life he had built was not actually his. Looking around at colleagues, friends, and peers, he saw the same affliction playing out and the widespread, devastating impact it has.

The question that followed became the foundation of everything: who am I, and how does life really work?

That question led to years of deep study and a relentless search for the principles that underlie all human experience. What emerged was a coaching practice built on a simple yet fundamentally different way of understanding life, and a body of work that has transformed the lives of founders, executives, and leaders from across the world.

Away from his work, Thomas brings the same vibrant energy to life. A passionate skier, tennis player, and outdoor enthusiast, he holds qualifications as both a ski instructor and personal trainer. Those who know him describe a unique combination of intelligence, warmth, and an infectious humour.

Clients remark how great it is to be in 'Woody World', where problems dissolve and new possibilities emerge.

Are You Ready to Begin?



Thomas works with a small number of clients at a time, only taking on those who have won the material game and are ready to question everything.

If you are at this exciting juncture in your life, reach out to Thomas directly with a brief note about where you are and what has brought you here.

If it seems like a good fit, he will invite you to an introductory conversation to explore whether working together is right for both of you.

1 **Get in Touch**

2 **Introductory Conversation**

3 **Begin your programme**

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“After experiencing his guidance firsthand, my wife urged me to work with Thomas. I was highly skeptical, but she insisted it would be powerful. The process transformed the way I see and approach work, life, and family. Thomas tuned into my vision and guided me through the layers of limitation keeping me stuck.”

Hedge Fund Chief Executive, London
