

# YORKSHIRE CHAMPIONS GROUP



**Matt Wilson**

**Founder of IDIFM Personal Training, Life Coaching and Mentoring.**

## Background Information:

I have built my career as a personal trainer and strength coach since 2016 after being made redundant by my former employer.

Like anything organic, a business grows, changes and grows new branches, whilst some leaves die, I have found myself branching out to working within education, giving talks and workshops around 'Doing it for Me'

My education journey was fairly unproblematic, I had 2 primary schools, 2 high schools and graduated from university with no friends and no work to show for it. I didn't do a course I was passionate about more one that I had to do or have a gap year through oversubscription. I also get decent grades but I didn't work hard enough and was a bit of a disappointment compared to what I 'could' have been they say.

My dad took his own life in 2001 and I wish I knew then what I know now. How important it is to spend more time working out who I was. To not leave it until the age of 35 when you have had 2 divorces. But that's OK, I accept it, but it's also my responsibility to take action and change my future.

That's all background, and I will talk about it until the cows come home if it helps. No journey is smooth, everything goes in ebbs and flows. Every Superhero has a backstory.

Mine has led me to who I am today, and I am proud of that, and acceptant of ALL that has been in the past.

Outside of 'work' I'm a self-confessed man child, I love gaming, I love superheroes and I have lots of tattoos. I am competitive strongman, pulling trucks and lifting cars because I enjoy it!

I'm the big guy that talks about kindness and compassion to self and others, I have been referred to as the Kindest Strongman.

What else keeps me busy?

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I'm a Cub scout leader and an Assistant District Commissioner for East Leeds.  
 I have my own podcast 'The Superhero Finder'  
 I am a former Co-President of Rotary Club of Leeds White Rose  
 I host a regular call for 'Six Connections Community'

**Sectors worked in and routes taken:**

Garforth Community College , Leeds Met University	GCSE's , A Levels then a 2:1 BSc.
Health and Fitness / Personal Development	Level 2 and 3 NVQ in Personal Training Level 3 NVQ in GP Referral Diploma in Life Coaching



**What I would like to get involved in: (please tick)**

Inspirational Talk	Visits to my place of work	Mentoring / Coaching young people	Other (please state)
✓		✓	