



PERFORMANCE EDGE

Applying the science of performance and behaviour
to help trading and investing individuals, teams
and organisations to perform at their best



Steve Ward

Performance Edge Consulting

Client Feedback

Coaching

Working with Steve has been transformational for me as a trader. Although I have been successfully trading for over 15 years, I had picked up a lot of bad habits over the way. Steve has helped me define and refine a process, making me more consistent. He helped me look into what my strengths and weaknesses are as a trader and help to improve the weaknesses. He is also “always there for you”, making time to suit your needs.

[Hedge Fund Portfolio Manager](#)

Steve has been an invaluable resource and guide to me in navigating my trading career. He has helped me feel comfortable with who am I as a trader and person. Only after this initial goal did we work on many different aspects of my trading process. Having him as a guide during good trading periods and bad trading periods has grown me tremendously as a portfolio manager. His experience leads him to be in a unique position of providing the best possible prescriptions to any issues a modern portfolio manager would face.

[Hedge Fund Portfolio Manager](#)

Steve has helped me to develop my trading process, become more conscious of my trading edge, be better able to identify and reduce the impact of my biases, systematically increase my risk taking, and improve my ability to run my trades more efficiently. A combination of regular coaching sessions, weekly check-ins, and periodic goal setting and reviews has enabled me to overcome and challenges I have faced and to keep improving my trading performance.

[Proprietary Trader](#)

During the coaching period Steve has been invaluable with practical advice in specific situations but moreover by using those situations as opportunities to teach techniques and methods that can be applied beyond the coaching sessions. I started the coaching with trading specific objectives. What I learned over the six months has improved my trading significantly, but most importantly I came away with a set of new habits and insights which impact my life well beyond the trading application.

[Hedge Fund Portfolio Manager](#)

My work with Steve has been an important factor in my performance and success over the last 2 years. He has helped me to stay focused on what matters, develop my trading approach, provided valued feedback on my performance and decision making, and he has taught me a variety of practical and helpful techniques and strategies for developing my psychological strength and my energy levels.

[Hedge Fund Portfolio Manager](#)

The coaching program has been excellent. I have come out of the sessions more confident – both myself and the team. It was good to have a forum to discuss issues and ideas with someone who understand the dynamics of trading. The sessions helped me to act on more and improved my management of the team and have given the team better dynamics.

[Head of Desk, Energy Company](#)

I have felt stressed at the beginning of prior years and performed below my potential as a result. I have made a large leap forward in my psychology of trading during the program and have had a much better start to the year from a process perspective than in any year prior. The impact of the coaching has been that I am more at ease and confident at this stage in the year. I am making better trading decisions. This has lead to a leap in P&L as the result of consistent good trading is positive P&L over time. In the past I have tended to trade very well in the second two quarters of the year because I am under less pressure to make money. I am now able to trade in that mindset even at the beginning of the year. I am also able to separate my thinking from my P&L to my decision making and am making more money because I am making better decisions.

[Bank Trader](#)

Steve and I have worked together several times over my career, and I have always found these periods to be deeply insightful and extremely valuable. Our monthly hour-long calls were such a beneficial part of the coaching. I found articulating what I was experiencing at the screens, discussing why I might be behaving that way and how I could improve was both cathartic and pivotal to my self-development. We looked at ways to manage unhelpful emotions and how to move on from bad trades. I always come off our calls reinvigorated and optimistic. I can't recommend Steve's coaching enough, I'm sure this will be an ongoing process for me, and I look forward to our work in the future.

[Proprietary Trader](#)

I worked with Steve over a 6-month period last year in order to help improve my trading process. Whilst I was not going through any particularly bad spells of trading, I felt like I was not confident enough to fully utilise my risk and was getting caught in my own head too much when it came to trading, thereby not reaching my potential. Over the period of our work together I found Steve helped me to unbundle some of the mental hurdles I needed to overcome to feel more comfortable trading, allowed me to observe my thought patterns and limiting beliefs and start the work on getting around them. I found him to always be available to help me outside of the sessions, and fully focussed and dedicated towards my development in the time we spent together. Simply put, it was a great investment of time and a great trade.

[Hedge Fund Portfolio Manager](#)

Client Feedback

Speaking, Workshops & Training

For traders/analysts interested in sharpening their psychological edge and ability to tap deeper into their mental and physiological performance, there's no one better I've come across in communicating super practical and powerful ways to improve than Steve Ward.

L&D Lead, Commodities Trading House

Thank you very much, as always, for putting so much into your delivery and bringing the theory to life with a super credible feel. Everyone really got into the subject matter and debates and discussions are still going on now! That's a good yardstick for 'impact' I have found!

Head of Institutional Sales, Bank

I have attended a dozen workshops and this one was by far the best one yet. Steve made it interesting from the get-go and his enthusiasm rubs off on everyone. When you've been in the business for as many years as I have, about the only thing you can improve on is your psychological capital and mental composure. I would recommend Steve's workshops to all traders and PM's.

Portfolio Manager, Hedge Fund

Trading wise, though we have had a bad couple of weeks recently, overall, the P&L is the best we've ever had by some margin. A lot of that improvement is down to the skills you instilled in people. Certainly, a big improvement from this time 12 months ago.

Head of Desk, Bank

Steve gave an excellent insight into winning attitudes in teams. He helped us to review and reflect upon our current strengths and to identify opportunities for raising our game. His practical approaches and strategies have provided a foundation for us to move forward and improve our performance as a team over the next 12 months. Without doubt the best presentation of this kind we have had.

Head of Trading, Energy Company

Steve delivered a very high impact piece of work for us in the development of a bespoke training program for our highest performers across the business.

Head of Talent, Investment Management Firm

Having worked with Steve on numerous occasions I have complete trust every time that his insights, delivery and quality of training are of the highest standard, and they are always prepared with the interests of the client in mind. Steve is one of few trainers I have met in the area of performance psychology, who really can back up the "theory" with credible application that delivers tangible results.

Head of Training, Stock Exchange

Steve was the keynote speaker for our Investment Excellence graduate training in New York. He brought a powerful combination of scientific insights and practical experiences and delivered his teaching in a very professional, measured and engaging way to a demanding audience of over 50 graduates. Their feedback was strong, and I would have no hesitation in recommending Steve to lead a workshop along similar lines.

Head of Investment Excellence, Investment Firm

Consulting & Advisory

I've worked with Steve over a number of years, he is one of the first external partners I got in touch with when I moved organisation as the impact of his work is clear. I've engaged Steve in a variety of work from 1 to 1 coaching to large scale presentations and keynote speeches where the task has been to engage in group in the topic of high performance. Some of the highest impact work Steve has delivered is the development of a bespoke performance programme for a cohort of our high performers. In this instance Steve was flexible, took time to understand our needs, and is also not afraid to give feedback along the way of what we need to do to get the most out of the initiative. Outside of direct delivery, I find myself frequently tapping into Steve's expertise as he is a real thought leader in the area of high performance and always has an informed but pragmatic perspective.

Head of Talent, Investment Management Firm

Several years ago, together with Steve Ward, we started on a voyage of the development of a personal toolkit for increasing our psychological preparedness for the markets, for overcoming our challenges in decision making and for taking concepts like peak performance, wellness and mindfulness seriously, long before they left the arena of professional athletes and moved into the corporate sector. This has been a tremendous collaboration that has had a significant impact on our trader's performance and the success of the business in general.

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