Fortitude Plethora Take Inspiration from the Incredible Florence Chadwick

Tuesday 20 October, 2015

To maintain their current rate of development and growth, Fortitude Plethora, a Manchester based sales and event marketing firm have been finding motivation in the stories of some of the world's greatest successes. Recently the firm turned their attention to record breaking swimmer Florence Chadwick.

The purpose of reading inspirational and motivational stories is to change a person's future perspective towards hope and optimism.Fortitude Plethora believes that reading inspirational stories creates a positive difference inside an individual either directly or indirectly and helps to boost morale and drive.The firm go on to add that some of the most memorable and important lessons in life come from inspirational stories.

About Fortitude Plethora: http://www.fortitudeplethora.com/about-us/

This month, Fortitude Plethora is taking their inspirational story from Florence Chadwick. Florence Chadwick was born on 9th November 1918 and died on 15th March 1995. She was an American swimmer who was the first woman ever to cross the English Channel both ways.

In 1952 at the age of 34, Florence set a goal of being the first woman to swim 26 miles between Catalina Island and the California coastline. 15 hours into the swim, a thick, heavy fog set in, causing her to stop swimming; this was the first time Florence had ever given up. After the swim, Florence found out she had stopped swimming less than one mile away from the finish. The reason Florence stopped was because she could no longer see the coastline because of the fog. She had lost sight of her goal. One month later, Florence tried again, keeping a mental image of the shoreline in her mind and became the first woman to swim the Catalina Channel, beating the men's record by two hours.

'The only thing worse than being blind is having sight but no vision' - Helen Keller 1880-1968.

Fortitude Plethora is using this inspirational story to teach the importance of 'keeping a mental image of your goals if you want to succeed'. The firm hopes people interested in business and goal setting will learn from her about the importance of visualisation and to never lose sight of what is motivating you to achieve and win.

Fortitude Plethora believes Florence Chadwick is a great role model and icon because she never gave up or let anyone get the better of her.For example, when swimmer Bill Pickering beat her record Florence went out six weeks later and got it back, beating his time by 11 minutes.

Fortitude Plethora is Manchester's leading sales and event marketing firm.They are committed to raising brand awareness for their clients' products and services through energetic event marketing and promotional campaigns.

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