



## About Joanne Arber

With over 17 years of experience as a professional actor and corporate trainer, Joanne brings a distinctive blend of performance expertise and business insight. She has worked across a broad range of sectors, partnering with prominent organisations such as the UK National Health Service, British Transport Police, London Fire Brigade, and the UK Prison Service. Her corporate clients include names such as BAE Systems, BMW, Rolls-Royce, Deloitte, Julius Baer, and Viking Cruises.

Joanne is highly regarded for her ability to portray a diverse range of characters and behaviours with authenticity and emotional depth. She leverages this skill to create immersive, impactful training that supports key learning outcomes. Her approach fosters a safe and supportive space where participants can confidently explore complex topics, including conflict resolution, stakeholder influence, and effective feedback delivery.

Her work spans a variety of formats, including forum theatre, in-character hot-seating, one-to-one roleplay coaching, and tailored scenario-based roleplay - delivered both in person and virtually. Joanne's detailed behavioural feedback empowers participants to build confidence, refine their communication skills, and apply their learning across a wide spectrum of business challenges.

### Examples of Joanne's work:

- Delivered a real-life business simulation as part of an academy program for a global investment bank, focusing on coaching conversations, presence and impact and presentation skills.
- Delivered a series of experiential workshops including role play for BMW Win
- Facilitated a series of workshops for Rolls-Royce focusing on conversations resolving conflict

### Accreditations

- BA (Hons) 2:1 Media & Performance : Salford University