

TOKS  
ARUOTURE

Business Woman, Speaker,  
Mindset Strategist

[www.toksaruoture.com](http://www.toksaruoture.com)



@toksaruoture

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## ABOUT



Internationally acclaimed entrepreneur Toks Aruoture is the founder of The Baby Cot Shop. Known as Chelsea's nursery interior design specialist, she is the leading authority on luxury spaces crafted for babies and children.

- With her high-flying, international client base of celebrities, sports personalities and royalty, she designs and creates bespoke, premium nurseries to match the most luxurious briefs.
- Her journey began when she moved to Atlanta, Georgia, in 2005 and launched a high-end furniture store. After returning to the UK during the recession in 2008,

Toks discovered an absence of luxury furniture for babies and children. Thus, The Baby Cot Shop online was born. In 2017 The Baby Cot Shop opened on Kings Road, Chelsea, which now houses the boutique store, designer showroom and business HQ.

Embarking on an extraordinary journey, Toks Aruoture recently took the TEDx stage by storm, weaving a captivating narrative in her talk titled "The Superpower of Authentic Storytelling". The iconic red circle was just the right platform to share her insights on how embracing your "Rock Star Story," with all its ups and downs, can be liberating.

Toks believes that the most valuable tools needed for exponential growth are the gifts each person carries. Still, limiting beliefs envelop these exceptional abilities, making it difficult for many women to access. She helps women in business identify and remove these mindsets so they can play bigger.

Toks travels the country public speaking, coaching and mentoring businesswomen and young people. She is the host of the inspiring Living Inside Out Podcast, as seen in The Times and The Telegraph.

Toks is married to her best friend, Jason, and is mum to four amazing boys.

## SERVICES PROVIDED

Business Workshops on Mindset

Small Business Bootcamp

Start-up Consultancy

Business Mentorship

Group Coaching

Mindset Coaching (Group &  
individual)

Mindset Strategy Workshops

## SPEAKING TOPICS

How Emotional Decision-Making Can Sabotage Growth.

Get Unstuck: Remove the Mindsets that Limit Your Expansion.

Your Rock Star Story: Rising Above the Storm.

Little Balls of Fire: The Power of Small Mistakes.

Lies We Believe: Exposing the Mindsets that Limit Growth.

Walking Through the Fire: Mindsets to Adopt in a Challenging Season.

## HIGHLIGHTS

- TEDx Speaker, “The Superpower of Authentic Storytelling” | TEDxBeckenham
- Shortlisted, 2023 Channel 4's Black in Business
- Finalist, Independent Retailer of the Year, 2023 Kensington & Chelsea Business Awards
- Small Business Collaboration with SAGE July 2021 (ongoing)
- Role Model Hero- Urban Synergy BHM 2020
- GREATInspiration 2020~ one of 50 Inspirational businesses by the UK government during the COVID-19 pandemic.
- Finalist, Independent Retailer of the Year, 2019 Kensington & Chelsea Business Awards.
- Finalist, Independent Retailer of the Year, 2018 Kensington & Chelsea Business Awards.
- Shortlisted, Retailer of the year, 2016- Women in Business Awards.
- Shortlisted, Retailer of the year, 2015- Women in Business Awards.
- Finalist, Retailer of the Year, 2012- Precious Awards.Watch

Watch Tedx Talk: [The Superpower of Authentic Storytelling](#)



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## TESTIMONIALS

We were very impressed and encouraged by the perspective you brought and how you constantly tied it back to the topic. Your passion and life experience certainly shone through in how you delivered your talk and engaged with the audience.

We hope you will join us for future events, as a speaker and as a member of the audience.

Ben Gaisie (UK Consulting PwC)  
Pricewaterhousecoopers

On behalf of the BWIH-Black women in health, I want to thank you for honouring our invitation as a Keynote speaker for the BWIH Effective Communication seminar. When planning an event such as this, it is imperative to gain the participation of experts in the field. Your willingness to share your time and expertise in the area of storytelling and public speaking was highly appreciated.

Your talk was very stimulating and thought-provoking. We thoroughly enjoyed it.

Dr Omon Imohi (NHS GP and  
Founder)  
BWIH



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## TESTIMONIALS

We worked with Toks and her team while designing our nursery. She always had very creative ideas and suggestions to help drive our thinking, was responsive to our requests and respectful of our design budget. Thanks for a beautiful nursery!

"Being able to hear her business journey and the gems she was dropping during was very helpful. I'm currently working on my own rockstar story and will definitely try to incorporate ways in which to get my business in front of the right pr."

"Very encouraging to hear a successful black female entrepreneur telling her story."

"...she was using her own real life story. It's a lesson in resilience and belief in oneself, much needed at this time when a lot of businesses are taking a beating from the effects of the lockdown of 2020. Her story gave renewed hope that no matter how bad it may look now, once the flame of the passion still burns, you can do it again and do it even better. Thank you so much."

"Wow...a beautiful 15 minutes and a second. Great piece of art"

"I thoroughly enjoyed listening to this. It was very encouraging and inspiring. An honest account of a personal event, sincerely appreciated!"

"Definitely writing my "Rock star Story"

"Toks reveals a true picture of what it means to be a female entrepreneur, narrating the trials and tribulations one faces as well as moments of joy. A reminder that we are the authors of our narratives."

Love the Rockstar Authentic story! We all need to write our stories. Thanks for this engaging piece brilliantly delivered. Will follow you advice...writing your story.

"What I love is how real and authentic Toks is. She shared her life experiences in both her personal life and business. She explains the struggles she faced and how she overcame them. She has genuine desire to help women across the globe.!"

"Very informative and eye opening session"

This is such an AMAZING TEDx talk!!! Your story is so inspiring and you absolutely ROCK, Toks



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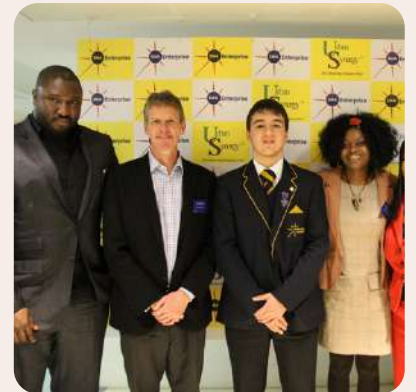
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## GALLERY





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TRAINED  
COACH

## LIVING INSIDE OUT PODCAST

View Press Page here: (password: insideout)

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Personalised topics available on request:

Email [pa@toksaruture.com](mailto:pa@toksaruture.com)