

CHARLIE READING

AWARD WINNING SPEAKER • AUTHOR • PODCASTER • ENTREPRENEUR

EFFICIENT PORTFOLIO WEALTH MANAGEMENT

THE TRUSTED TEAM

BUSINESS OF ENDURANCE PODCAST

IRONMAN WORLD CHAMPIONSHIPS • KONA

Charlie Reading is a distinguished serial entrepreneur, dynamic speaker, and author of four insightful books. As the founder of **Efficient Portfolio Wealth Management**, once recognised as a top financial planning practice in the UK, Charlie's expertise in wealth management is unparalleled. Amongst his many business ventures, he leads **The Trusted Team**, focusing on coaching business owners to expand their businesses whilst working less and enjoying more.

His literary contributions, particularly **Entrepreneurial Happiness** and **The Dream Retirement**, are pivotal resources for those aiming to merge financial success with personal satisfaction. Through his **Business of Endurance** podcast, Charlie offers a platform where lessons from elite endurance sports figures transform into strategies for robust business practices and enriching personal development.

Charlie has graced numerous global stages, from Miami to Singapore, captivating audiences with his insights into achieving business efficiency and life balance. His athletic achievements as a multiple-time Ironman finisher – including arguably the toughest single-day race on the planet, the **Ironman World Championships in Kona, Hawaii** - mirror his business philosophies of resilience and dedication.

Offstage, Charlie treasures time with his family, exploring new cultures and underwater diving adventures around the world. His life and career are testaments to his belief in living fully, striving for excellence while nurturing the joy of life's journey.