

Sarah Furness MA Cantab RAF



Founder of Well Be It | Keynote Speaker| Bestselling Author | Executive Coach| Helicopter Pilot | Human Factors Expert | Mindfulness Coach |Cognitive therapist

How do you lead high performing teams, who are robust, driven but also emotionally intelligent? When do you lead decisively and when do you lead with vulnerability. How do you create psychological safety?

Wherever you are on your leadership journey, “getting it right” can feel like a big ask. And just when you think you’ve mastered it, the landscape changes and so do the rules for “good” leadership.

Don’t worry - you’re not in this alone.

After graduating from Cambridge University, Sarah followed her dream to become a combat helicopter pilot in the RAF. As a Squadron Leader she led on operational combat tours in Iraq and Afghanistan and she was the first female helicopter

pilot to fly and lead UK Special Forces missions in Iraq. So she has a proven track record leading teams to victory in the most extreme conditions. A qualified mindfulness coach and human factors facilitator Sarah translates lessons from the battlefield directly to the boardroom. You’ll not only be captivated by her stories - you will leave the room, equipped with practicable and implementable tools including her revolutionary PRACTISE SCARED and HABITS methodology. You’ll be ready for action. You’ll be ready to lead in the new era.

She is fluent in “alpha male” and whilst she takes her work seriously, she doesn’t take herself too seriously. In her No1 Best Selling books FLY HIGHER and THE UNI-TASKING REVOLUTION. She has a young son who she adores and who keeps her on her A game.

Every speech is written to the specific objectives to ensure the success of the event. Below are some sample Keynote titles:

LEADERSHIP LESSONS FROM THE FRONTLINE: Bombproof in uncertainty
THRIVING UNDER FIRE: how to teams win together and bounce back stronger together
PRACTISE SCARED: Build confidence and competence rep by rep

What people are saying:

I’ve heard many brilliant speakers in my time. Very few have been able to transfer their lessons so articulately into the workplace. Senior Director, IRESS

It was a pleasure to hear you speak earlier, and sparked a number of nerves on my part!! If I had known it was going to be that good, I would have closed the office and told the team to hear you speak. Anonymous, Ex-Special Forces

