

## 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

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. During her experiences both at home and at war, she made two important discoveries;

- resilience and performance under pressure is NOT instinctive
- BUT humans have an extraordinary ability to excel and lead the way under pressure...when they know how.

This prompted her to retrain as a mindfulness coach so she could understand how we can work WITH our brilliant (but mischievous) minds and become

extraordinary. She now has ONE mission. To share the secret to outstanding leadership, performance and courage “under fire”.

After hearing Sarah’s stories the audience will walk away with performance, leadership and resilience techniques that are backed by science, proven in combat and immediately transferable into the workplace. 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 author of FLY HIGHER Sarah explores techniques to train and rewire the mind for resilience in adversity, and how to leverage these skills for effective leadership and interpersonal relationships. 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:

Confessions of a helicopter pilot - the discovery of mindfulness  
LEADERSHIP LESSONS FROM THE FRONTLINE: Leverage your fear to cultivate emotional intelligence  
TRAIN HARD FIGHT EASY: how to perform like a ninja under pressure  
HOW TO OUTGROW THE COMPETITION Why we need to change our mindset around mistakes

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

