

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? How do you lean into failure so you can grow as an organisation, whilst unapologetically striving for excellence? How do we lead inclusively, when do we make bold decisions, when do we ask for help? 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 rules of game change, for our idea of “good” leadership is constantly evolving.

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 combines her military expertise with proven cognitive techniques to expertly guide you on your own journey of discovery. Translating 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. 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: 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

