

Sarah Furness

**Keynote Speaker | Founder of Practise Scared |
Former RAF Combat Helicopter Pilot**

Career Highlights

Former Royal Air Force Combat Helicopter Pilot with 20+ years in high-stakes operations
First female helicopter pilot to fly and lead UK Special Forces missions in Iraq
Squadron Leader, commanding up to 120 personnel in Iraq and Afghanistan.
Taught human factors and risk and error management at the world renowned Defence Academy of the United Kingdom
Certified mindfulness coach and human factors facilitator, bridging battlefield performance to business
Creator of the HABITS Framework and Practise Scared Methodology
International keynote speaker, bestselling author, and executive coach

Trusted by

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Meet Sarah Furness

**Keynote Speaker | Founder of Practise Scared |
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Sarah Furness is redefining what it means to lead and perform under pressure. As the first female helicopter pilot to fly and lead UK Special Forces missions, Sarah led high-stakes missions in Iraq and Afghanistan, operating in conditions where hesitation, overthinking, or lack of preparation could carry immediate and irreversible consequences.

Today, she is on a mission to change the way people think about fear, pressure and performance. Through her groundbreaking Practise Scared methodology, Sarah will prove that the ability to lead under pressure is not an innate trait, but a trainable skill.

At the core is her belief that most people are not held back by a lack of confidence, but by patterns of behaviour driven by avoiding discomfort. Practise Scared helps people notice those patterns, introduce simple structures, and take deliberate action in small, repeatable ways. Through consistent practice and regular debriefing, people learn from experience, refine their approach, and steadily build capability they can rely on.

Drawing on frontline experience, deep work in human factors and “military grade mindfulness”, Sarah translates workplace pressures into practical tools that help people think clearly, act deliberately, and improve over time, not by avoiding mistakes, but by learning from them.

Whether on stage, in the boardroom, or across global platforms, Sarah equips people to stop waiting for the world to feel safe and instead decide to be brave.

SIGNATURE TALKS



- **Practise Scared: Build Confidence and Competence Rep by Rep**
A transformative approach to performance that teaches leaders how to operate just beyond their comfort zone—where real growth happens. Audiences learn how to turn every experience into a rehearsal, building automatic, high-performance behaviours under pressure.
- **Leading During Change: Becoming Bombproof in Uncertainty**
We don't need to eliminate uncertainty - we need to learn how to navigate it. Sarah equips leaders with battle-tested mindset tools to create clarity in chaos, to adapt to rapidly changing landscapes, and recover from setbacks. This is the roadmap to harness the collective firepower of your team AND build genuine human connections that endures across dispersed organisations.
- **Thriving Under Fire: How Teams Win—and Bounce Back Stronger—Together**
A deep dive into the HABITS framework, revealing how elite teams multiply output and accelerate growth whilst building resilience and trust. High performing teams understand when to “fly in formation” and when to stop and reassess. Sarah will translate these battle tested techniques - including the pilot “work cycle” and military debriefing - into practical tools to reduce burnout and increase focus.

TESTIMONIALS

“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... 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

Books

Fly Higher: No.1 Best Seller and a must-read for self leadership

“Gripping, real, honest and fun.”
“Like being told the secrets to success by your coolest wisest friend”

The Uni-tasking Revolution: International best seller - ideal for high achievers who want to get more done.

“Uni-tasking? Total game changer”

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