

# SARAH FURNESS



KEYNOTE SPEAKER | FOUNDER OF PRACTISE SCARED | FORMER RAF COMBAT HELICOPTER PILOT

## 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.

## 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

AIRBUS

AstraZeneca

BARCLAYS

Boots

BCG BOSTON CONSULTING GROUP

CISCO

DE BEERS JEWELLERS

Deloitte

dyson

Goldman Sachs

gsk GlaxoSmithKline

IWC SCHAFFHAUSEN

LAND-ROVER

pwc

ORACLE Red Bull RACING

RR

Virgin Media O2

vodafone

FOUR SEASONS

## 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 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 build genuine human connections that endures across dispersed teams AND harness the intellectual firepower of your teams so you can be the disruptors of the future.

**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.

13K  
LINKEDIN  
FOLLOWERS



★★★★★

**"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

★★★★★

**"I'VE HEARD MANY BRILLIANT  
SPEAKERS IN MY TIME. VERY  
FEW HAVE BEEN ABLE TO  
TRANSFER THEIR LESSONS  
SO ARTICULATEDLY INTO THE  
WORKPLACE."**

— SENIOR DIRECTOR, IRESS



WATCH THE SHOWREEL

LET'S STAY IN TOUCH — SARAH@SARAHFURNESS.COM

