

Sarah Furness

Battlefield to Boardroom

Keynote Speaker, Author, Coach

Former combat pilot equipping leaders for the new era.





Sarah Furness

1

Education and Foundation

After graduating from Cambridge University, Sarah embarked on a journey to pursue her dream of serving as a combat helicopter pilot in the RAF.

2

Military Leadership and Operational Experience

As a Squadron Leader, Sarah led operational combat tours in Iraq and Afghanistan. These experiences, both at home and in war zones, shaped her understanding of resilience and performance under pressure. She discovered two key insights:

- Resilience and performance under pressure are NOT instinctive.
- Humans possess an extraordinary ability to thrive and excel under pressure when given the right tools and knowledge.

3

Post-Military Mission

Sarah has dedicated her life to one mission: sharing the secrets to outstanding performance leadership and demonstrating courage “under fire.” She inspires others to unlock their potential and thrive in high-pressure situations.

Previous Clients



Sizzle Reel



Click Me!

Sarah Furness

Speaker | Pilot | Author

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Key topics

Performance

Train Hard, Fight Easy

Leadership, DEI, Teamwork

How to Lead Fearlessly

Change/Growth

How to Outgrow the
Competition

Resilience

How to Thrive “Under Fire”

“Big thanks to you Sarah Furness for your inspiring talk in our Airbus Global Supplier Conference 2024.”

- Charles Huguet, SVP Procurement Governance & Strategy



Performance



- DISRUPTIVE IDEA: How we perform under pressure is not a mark of our character. It's a mark of our training
- DISRUPTIVE IDEA: Multitasking is a myth - it decreases performance and increases stress.
- Takeaway #1 Prioritize and focus one ONE thing at a time.
- Takeaway #2 Collaborate don't duplicate. Say No to tasks and people where appropriate to reduce duplication or over-dependency.
- Takeaway #3 Train hard fight easy (gain the competitive edge by making behaviors automatic)
- Key takeaways – greater productivity, greater decision making, reduced errors, reduced burnout

“We learned some awesome combat techniques that can be used to train our minds to be bulletproof when we're facing the worst.”

- Tailgating with Geniuses

Resilience

- **DISRUPTIVE IDEA:** People do not need to be babysat. They need to learn to trust themselves.
- **DISRUPTIVE IDEA:** Working smarter not harder is the single most effective workplace initiative to avoid burnout.
 - Takeaway #1 Internal strength and self trust is built when we sit with discomfort rather than resisting or fueling it.
 - Takeaway #2 Resilience is built when we take ownership of our choices and learn from them
 - Takeaway #3 The words we use matter – we can choose to model a powerful narrative.
- **TAKEAWAYS** – greater resilience, happiness, retention, loyalty, self-reliance.

“Sarah Furness leading us out for the day! Helping us understand all about [how] we can thrive under fire.... There can be no one more qualified!”

- **The Talent Gathering**





Growth/Innovation/L&D

- **DISRUPTIVE IDEA:** Imposter syndrome is not a syndrome that needs to be cured. It is part of the human condition and can be leveraged to identify gaps in our knowledges and identify our unique strengths

- **DISRUPTIVE IDEA:** Mistakes are not the issue, it's how we view them.

- Growth accelerates when we own our mistakes and share our learning.

- The reason this is hard to do is because there is a cognitive dissonance between how we learn and how we view mistakes.

- Growth culture isn't inherited, it's created by brave behaviors that becomes normalized (eg the team Debrief)

- **TAKEAWAYS** - growth mindset, confidence, increased buy-in, increased creativity and collective intelligence, increased probability of success of change initiatives.

“The highlight of the afternoon was a keynote session by Sarah Furness, a former RAF combat helicopter pilot and Squadron Leader. Sarah shared her experiences of embracing vulnerability and thriving in uncertainty - valuable takeaways for all our resilient leaders.”

-HG

Leadership/Teamwork/ED&I

- **DISRUPTIVE IDEA:** The biggest thing that holds us back is fear of rejection, which translates to self doubt, hostility and censorship.
- **DISRUPTIVE IDEA:** People don't just need to feel "psychologically safe", they also need to be brave.
 - We can leverage our fear to lead more intuitively, inclusively and emotionally intelligently - this requires accountability and inner work
 - Skillful leaders convert group think into collective intelligence by asking "brave questions" and taking challenge on the chin.
 - When we give people permission to challenge us we strengthen, not weaken relationships.
- **TAKEAWAYS:** greater team cohesion, trust, collective intelligence, authentic leadership, self confidence.

"The standout moment for me was Sarah Furness' keynote speech on leadership, where she drew on her experience as a Puma pilot flying in conflict zones. Obviously, the storms that Sarah faced in her career were quite different to those that Donald Millar and I face, but her thoughts on leadership do translate from the battlefield to the exciting world of UK Real Estate! With a flight to the UAE coming up, I'm looking forward to delving into her book Fly Higher."

- Michael M., Spencer West LLP

Books

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

“Uni-tasking? Total game changer”

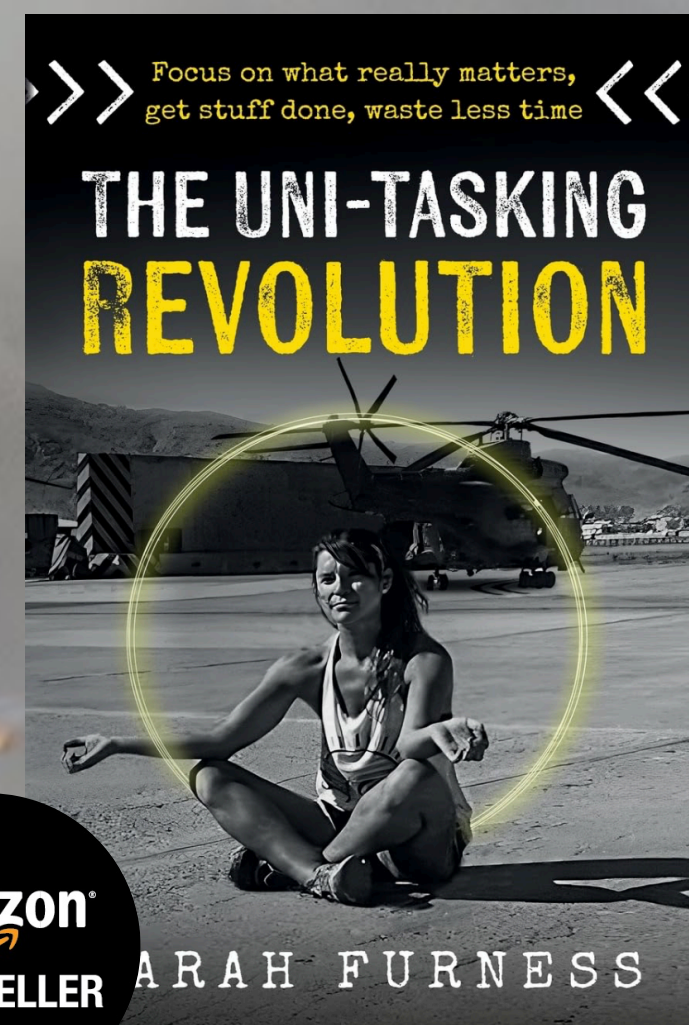
The Uni-tasking Revolution:

International best seller - ideal for high achievers who want to get more done.

“Gripping, real, honest and fun.”

“Like being told the secrets to success by your coolest wisest friend”

Signed and bulk copies available.
All prospects can receive an advance copy on request.



Thank You



Click to Book Call

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Website: www.sarahfurness.com

A group of four people are seated on a stage for a panel discussion. From left to right: a man in a dark suit, a woman in an orange dress, a man in a dark shirt, and a man in a blue suit who is looking at papers. They are seated in white armchairs around a glass coffee table with water bottles and glasses. The background features a large, illuminated, geometric pattern in shades of orange and yellow. A screen in the upper left corner shows the text 'yvenue'.

Testimonials

“Sarah Was Brilliant.”

-HG

Testimonials

“Last week I was lucky enough to get to listen to Sarah Furness deliver one of her exceptional motivational talks... concentrate on what is the task in front of you - not everything else... "Fly the Aircraft" - a mantra which is now on my office wall.”

- **Ben A., Massey Ferguson**

“The highlight of the afternoon was a keynote session by Sarah Furness, a former RAF combat helicopter pilot and Squadron Leader. Sarah shared her experiences of embracing vulnerability and thriving in uncertainty - valuable takeaways for all our resilient leaders”

- **HG**

“Uni-tasking? Total game changer. It has been a little over a week since my training morning with Sarah Furness on Uni-tasking and prioritization, with Vistage Worldwide, Inc. and Marko Ilincic. I'm far more productive now...”

- **Celia D.**

“It was fun, educational and I learnt some new strategies for my own work life - not least from fantastic keynote speaker Sarah Furness to just fly the aircraft!”

- **Nicola C.**

“If you're looking for an inspiring yet credible and relatable speaker Sarah Furness is the woman you want. Sarah takes the time to understand her audience so she can tailor her key messages and takeaways for people to take back to their day jobs. It's impossible to listen to Sarah's stories and experiences and not be motivated to trust yourself and your decisions more.”

- **Rachel L., Pangea**

Testimonials

“Big thanks to you, Sarah Furness for your inspiring talk in our Airbus Global Supplier Conference 2024. Let's « fly the aircraft!”

- **Charles H, Airbus**

“We worked with Sarah for DrupalCon Lille 2023. In her keynote she spoke to more than a thousand attendees at the event. Her topics were already a good match for inspiring attendees to take initiative, don't wait for permission and overcome imposter syndrome. We had a couple meetings ahead of time to make sure the direction is aligned. At the end her execution and delivery was flawless. Recommended!”

- **Gábor Hojtsy**

“Had the opportunity to see Sarah speak twice in the same week onboard Explora Journeys, on different topics, and she was a huge hit both times. While she could no doubt delight any audience with fighter pilot stories, she instead goes well beyond them with a mixture of vulnerability and blunt honesty that make her life and business lessons instantly impactful and memorable.”

- **Kelly S, Keynote Speaker Guru**

“Sarah's keynote at our National Sales Conference, speaking to 700 sale professionals, was truly captivating. Drawing from her remarkable career as a Combat helicopter pilot and Squadron Leader in the RAF, Sarah delivered a session that provided invaluable insights on gaining a competitive edge 'under fire.' Her stories and experiences from life-or-death situations offered a fascinating parallel to the high-stakes environment of sales, emphasizing the importance of holding one's nerve in challenging situations.”

- **Steve L., N.S.C.**

“Diversity in organizations makes them stronger. Fantastic leadership presentation by Sarah Furness, former helicopter pilot and squadron leader, at today's Casanova seminar.”

- **Vicky M., Casanova Seminar**