



Bringing out the best in Business!

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Name

Sally Gunnell OBE

Topics and Title

Olympic Champion & Motivational Speaker

Background History

Sally Gunnell O.B.E. holds a place in the hearts of the nation as the most popular female sportswomen of our times, and our most successful. She is the only woman to hold four titles concurrently – Olympic, World, European & Commonwealth and also held the World Record for the 400m hurdles.

To many she was 'the girl next door', the daughter of an Essex farmer who's warm and easy going manner belied her incredible sporting achievements.

Whilst Sally was naturally a very talented runner, one thing she is very aware of is that although she had to train very hard physically, the amount of mental training was just as important. When she trained she focused strongly on imagining her best performance.

It became so natural for her to think this way, that when she did run there was a time lapse before she realised that she had actually won the race rather than just imagined it. Sally went on to win Olympic, World, European and Commonwealth medals using these techniques. She now uses the same approach in her role as a member of the BBC sports team and bringing health and fitness to a wider audience through non-threatening and easy to understand principles.

Sally Gunnell's career on and off the track provides a unique insight into achieving a balance in life and proven recipes for success and fulfilment. During her career she adopted key principles and routines with her 'team' that delivered the results most people can only dream of.

Now her off-track career has seen her combine commercial commitments with her community and charitable work, whilst being a mother and maintaining a healthy lifestyle.

Areas of Expertise

Sally's presentation relates to a wide cross-section of businesses in all sectors, providing realistic goal setting and fresh approaches that can apply to any of us. It is

about delivering easy to follow concepts that relate to the broadest spectrum possible. It is not just another motivational talk from a top sportsperson.

It is however, based on a combination of the basic ideas in Sally's campaign for gold with some principles of wellbeing both physical and mental that she has gleaned from four years working with leading names in these fields.

Sally has delivered motivational talks for companies including

Coca Cola Enterprises, IBM, Royal Bank of Scotland, NHS, BT, London Chamber of Commerce, Deloitte & Touche and Schering.