



Rasmus Ankersen

AUTHOR

Best-selling author, entrepreneur and global keynote speaker



About:

- **Gender:** Male
- **Languages:** English
- **Travels from:** United Kingdom

Engagement Types:

- After Dinner Engagement
- Speaking

Topics:

- Growth Strategy
- Innovation & Digital Transformation
- Leadership & Management
- Organizational Behavior
- Organizational Culture
- Team Leadership

Biography Highlights

- A leading global keynote speaker on developing high performance and fighting organisational complacency, Rasmus Ankersen has received rave reviews from international audiences.

Biography

Rasmus Ankersen is a writer, acclaimed leadership and performance expert and 'the high-performance anthropologist'. He has worked and trained with some of the world's best athletes to understand and contribute to how they work.

A former footballer who trained as a UEFA-accredited coach and served as Co-Director of Football at Brentford FC for almost seven years, Rasmus is now CEO of investment firm, Sport Republic, which owns a majority stake in Southampton FC. Alongside these roles, he has lived and trained with Jamaican sprinters, Brazilian footballers, and African long-distance runners. His work has given him a unique insight into what gives these sportspeople the edge - personal attributes like focus and mental and physical stamina, but also statistical analysis of performance and decision-making. His work on talent, data and development was seen as being one of the key factors to Brentford's elevation, for the first time in over sixty years, to the top tier of English football.

Rasmus has taken his understanding of performance, leadership and teamwork and translated it into the everyday and business environment, forming strategies to enable groups and individuals to achieve great things. In his first book DNA of a Winner, Rasmus considers what attributes world-class performers share. In Leader DNA he took his studies to the boardroom looking at top CEOs and politicians to see what makes them inspiring leaders and strategic winners. In The Gold Mine Effect, Rasmus returned to sport looking at naturally occurring centres of sporting excellence from footballers from Rio's favelas to marathon-runners from an Ethiopian village to women golfers from Korea. He looks at the links and effects of their social, personal, and environmental circumstances. His book Hunger in Paradise examines the drawbacks of success; primarily complacency, arrogance, and the fear of failure, and how to counteract them. As well as writing, he directed a documentary, The Hockey Miracle, exploring how a small unassuming town in Denmark produced five National League players across a nine-year period.

Rasmus looks at real examples of leadership, team, and high performance from a different perspective, finding patterns, examining the big data, and realising that the extraordinary is often surprisingly normal and imitable. He delivers real, tangible lessons to audiences with verve, enthusiasm and wit that cover everything from incentives to big data to recruitment.

Videos



Testimonials



Rasmus is a truly fascinating man with a real insight into high performance both for individuals and

teams. Rasmus is not just about theory. His lessons are rooted in real hard field research.

Sir Clive Woodward

Rugby World Cup winning coach

“

Our sales force gave Rasmus the best feedback that they've ever given a speaker before. He really nailed it

SAP

“

Without doubt one of the best keynotes we have ever had in the 12 years the conference has been running.

Peter Elliott

Director of Operations

English Institute of Sport

“

Rasmus delivered an excellent speech about leadership and high performance. It was very insightful, and the feedback has served to confirm the success of our event. Much of this has to be attributed to Rasmus' invaluable contribution

Boris FJ Collardi

CEO

Julius Bär

“

Rasmus digs deep with insight and experience capturing knowledge that is easily shared and hopefully applied, foolish if it's not!

Ben Roberts

Global Talent Director

Saatchi & Saatchi

“

From Rasmus you don't just get theories, you get concrete tools working in the real world. He is the ultimate coach.

Casper Stylsvig

Global Sponsorship Director

Manchester United

“

Rasmus Ankersen truly knows how to evoke the innovation spirit in people.

Susanne Kapfer

SAP Global Corporate Affairs EMEA North

“

Time with Rasmus is time well spent if you're serious about challenging assumptions, facing taboos and having a different dialogue.

Caroline Kitcher

HR Director

TUI UK & Ireland TUI

“

Rasmus has consistently been rated as one of the best speakers to take the stage at Google events. Importantly, he was able to draw on wide range of experiences and stories that resonated with a particularly diverse audience, which is often one of the most challenging aspects when searching for inspirational key note speakers.

Graeme Standing

Google UK

“

Rasmus exceeded expectations receiving the best speaker evaluations seen in Management Events' six years history. In the last two evaluations Rasmus received the highest score possible - 5 points from every single delegate.

Peter Rosenkilde

Country Manager

Management Events

“

Rasmus is not just an exciting and compelling speaker. He also created real impact with his speech for our senior leaders

Peter Giørtz-Carlsen

Executive Vice President

Arla Foods

“

Rasmus delivered the best presentation ever in a partner and directors meeting

Håvard S. Abrahamsen

CEO / Territory Senior Partner

PWC

“

Rasmus was a huge hit on the day. Overall his keynote had a massively positive impact.

Claire Bailey

What If Innovation

“

Regardless of where you are in your business cycle the timing of his lecture is always right, the findings of his studies are always relevant and the way it will change your view on how to act to safe guard your businesses is very simple and mindblowing! Listen to him before it is to late!

Stefan Lorentzson

Senior Vice President, Communications

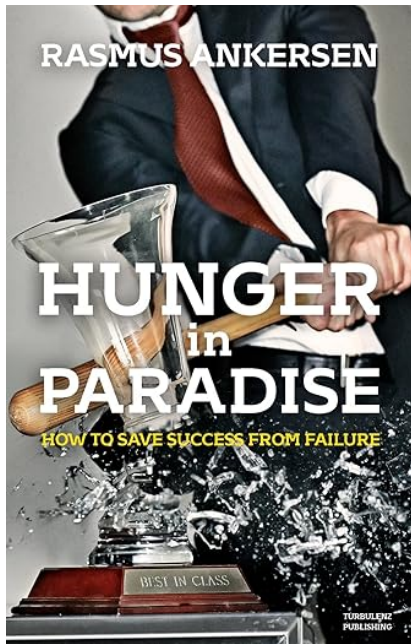
Volvo Group Trucks Operations

“

An excellent speaker for our leadership conference, both for people who loved football and those who have no interest in it. There were lots of memorable stories and people left enthused by the ideas he shares

Exponent

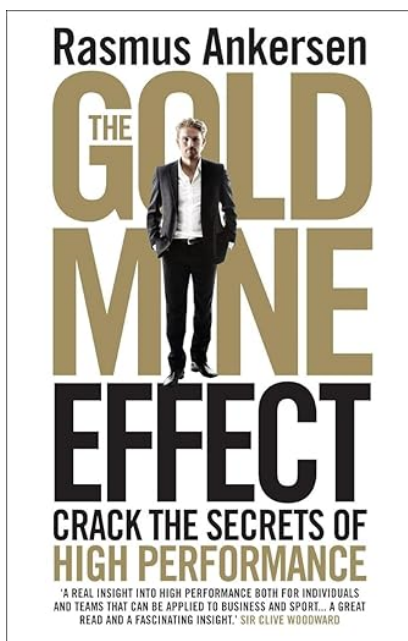
Books



Hunger in Paradise: How to Save Success from Failure

When companies become successful, they don't just fight their competitors: they fight themselves. Success can trigger a series of psychological problems that are often not recognised until it is too late. But how do you defeat them? Based on authentic firsthand case studies Rasmus Ankersen answers some of the toughest management questions of today.

[BUY THE BOOK](#)



The Gold Mine Effect: Crack the Secrets of High Performance

We all want to discover our hidden talents and make an impact with them. But how? Rasmus Ankersen, an ex-footballer and performance specialist, quit his job and spent six months living with the world's best athletes in an attempt to answer this question. Ankersen presents his surprising conclusions in seven lessons on how anyone or any business or team can defy the misconceptions of high performance, learning to build their own gold mine of real talent.

[BUY THE BOOK](#)

Speaker Bureaus And Talent Agencies

Rasmus Ankersen is available to book via these agencies

✔ **Recommended**



Speaking Agency