



Sarah Furness

AUTHOR

Founder of Well Be It, Keynote Speaker, Bestselling Author, Executive Coach, Helicopter Pilot, Human Factors Expert, Mindfulness Coach, Cognitive therapist



[VISIT SARAH'S WEBSITE](#)

About:

- **Gender:** Female
- **Nationality:** United Kingdom
- **Languages:** English
- **Travels from:** United Kingdom

Engagement Types:

- Speaking

Topics:

- Content Marketing
- Leadership & Management
- Mindfulness & Resilience

Biography Highlights

- **Former RAF Combat Helicopter Pilot:** A distinguished 20-year military career involving leadership in high-stress operational environments.
- **Mindfulness & Performance Coach:** Creator of the H.A.B.I.T.S. method, designed to improve mental resilience and high performance under pressure.
- **Motivational Speaker:** Shares a personal journey of overcoming challenges to inspire resilience, confidence, and mindfulness in others.

Biography

Sarah Furness MA Cantab RAF

Are you a leader who is committed to growth? Do you see leadership as an evolving craft? Do you want to know how to lead high performing teams, who are robust, driven but also emotionally intelligent? How do you lean into failure so you can grow as an organisation, whilst unapologetically striving for excellence?

If these are the sorts of questions you ask yourself as a leader, Sarah Furness is a speaker you will want to hear from.

After graduating from Cambridge University, Sarah followed her dream to

Websites:

- [Website](#)

become a combat helicopter pilot in the RAF. As a Squadron Leader she led on operational combat tours in Iraq and Afghanistan and she was the first female helicopter pilot to fly and lead UK Special Forces missions in Iraq. So she has a proven track record leading teams to victory in the most extreme conditions. However, Sarah doesn't position herself as the only one with all the answers; after all, when she joined the RAF in 2000, leadership was about dominance. It was about leading like-minded people. We now know the best teams are not made of like-minded people. And today's leader is expected to lead with influence, with emotional intelligence, to create psychological safety. Sarah believes that if our idea of leadership is destined to keep evolving, the most enduring and important trait of today's leader is to keep evolving. A qualified mindfulness coach, Sarah combines her military expertise with proven cognitive techniques to expertly guide you on your own journey of discovery.

She is fluent in "alpha male" and whilst she takes her work seriously, she doesn't take herself too seriously. In her No1 Best Selling books FLY HIGHER and THE UNI-TASKING REVOLUTION Sarah explores techniques to train the mind for first class performance, and how to leverage these skills for effective leadership and interpersonal relationships. She has a young son who she adores and who keeps her on her A game.

Every speech is written to the specific objectives to ensure the success of the event. Below are some sample Keynote titles:

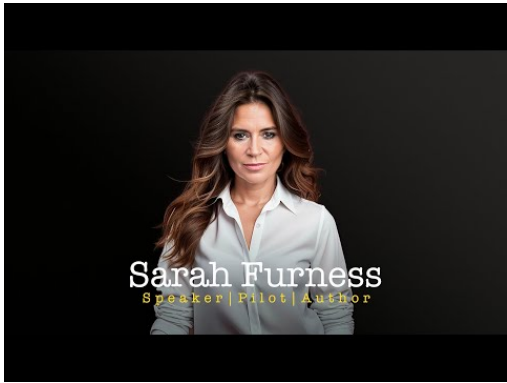
- **LEADERSHIP LESSONS FROM THE FRONTLINE:** Leverage your fear to cultivate emotional intelligence
- **TRAIN HARD FIGHT EASY:** how to perform like a ninja under pressure
- **HOW TO OUTGROW THE COMPETITION:** Why we need to change our mindset around mistakes

What people are saying:

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 earlier, and sparked a number of nerves on my part!! 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

Videos





Sarah's Topics

How to lead fearlessly

Imposter syndrome - we all feel it. Especially as leaders. We're supposed to be confident and lead the way for others but the truth is that can pretty daunting. Sarah will share how we can change our relationship with fear and use it as a leadership superpower

Available: In person, Virtually

Outstanding Performance Under Pressure

The key to great performance is actually quite simple. Focus on ONE thing at a time. Simple concept in theory, hard to action in today's busy world. And that's why your competition won't bother. But if you have the courage the prioritise and focus on the ONE thing that matters right now, you'll outperform the competition AND you'll make it look easy

Available: In person, Virtually

Growth and learning from failure

If you want to keep growing (faster than the competition) you need to be prepared to innovate and take risk... which means there will be setbacks. We can leverage that to accelerate growth.

But creating a culture where everyone does this is easier said than done. Some might think the answer is to make everyone feel SAFE. But that's only part of the story. We also need our teams to be brave and own up to their mistakes. Sarah will show you how.

Available: In person, Virtually

Bombproof resilience

What's the first thing that falls off the radar when we're busy? Self care.

That's why busy people need to be resilient. But...people are stronger than they think. Even during difficulty. In fact especially during difficulty. Our job as leaders isn't to rescue them when things get difficult. It's to believe in them.

Available: In person, Virtually

How to lead in the new era

Twenty years ago being a leader was about being the loudest and most charismatic person in the room. It was about leading like-minded people. But we now know the best teams are not made of like-minded people. Sarah will share how we can lead inclusively and with credibility in the new era.

Available: In person, Virtually

Testimonials

“

On behalf of the European L&D Weeks team, I would like to express our sincere gratitude for your participation in our annual event.

@Sarah - your session, How to Thrive 'Under Fire', was a great success!

The feedback from our participants was overwhelmingly positive. Attendees found the session to be incredibly inspiring and insightful, with many highlighting the engaging storytelling and practical relevance to their daily lives. The average rating for the session was 9.7, with 90 participants in attendance.

Thank you once again for your valuable contribution to European L&D Weeks. We truly appreciate your partnership.

Malgorzata Szmik

L&D Project Manager

RLG Europe B.V. (Swiss Branch)

“

My interaction with Sarah Furness started here, under a post about her upcoming speech “How To Thrive Under Fire” at the iconic i-Con conference in Cyprus. It got me excited about her speech which is a difficult task. In my personal experience, most conference speeches are just an elaborate sales pitch. So I wasn’t expecting much. And then Sarah just blew me away! Attending her speech was an extraordinary experience. Sarah’s ability to connect with the audience (online and offline) and deliver a powerful message is inspiring.

Mila Staneva

Partnership Manager

RedTrack

“

Sarah joined us to deliver the keynote session for the launch of our Thrive Legal Community and wow, were we all blown away. The power in her content and delivery was fabulous – you could hear a pin drop! Somehow Sarah made the lessons she had learned on the frontline accessible and relatable to the legal profession – everyone left feeling inspired and engaged. Sarah’s session was the absolute highlight of the evening. Couldn’t recommend Sarah enough!

Claire Sanders

Founder

The Legal Space

“

Sarah’s a wonderful communicator and storyteller, she makes her experiences so relevant to the audience and makes the room vibe with inspiration. I have been part of her audience twice both in person and remotely and would take the opportunity to recommend her to anyone looking for a speaker in the UK or internationally.

Eliza Iatesen

Marketing Director - Tech for Purpose

Telecoms

“

Sarah’s remarkable stage presence and adaptability were evident not only in her keynote for the sales audience but also in her tailored speech for the L&D room. Her ability to pivot and deliver content tailored to different audiences speaks volumes about her expertise and versatility.

I am delighted to recommend Sarah Furness for any event seeking a speaker who can deliver riveting, insightful, and adaptable presentations. Her engaging style, combined with her wealth of experiences and lessons, makes her a standout choice for any occasion.

Steve Lindsey

National Sales Conference

“

Sarah brought a very fascinating and motivating talk to our event. Not just about her experiences flying impressive equipment in challenging conditions, but relaying those to valuable lessons, connected to neuroscience, to daily life.

The result was a very inspirational experience, driving our intended playing-to-win team attitude as well as individual breakthroughs in thinking and acting. Thanks again Sarah!

Marc D.

Director Operational Excellence - Civil Business Line & Global Lean Master

GKN Aerospace

“

Authentic, engaging and insightful. Sarah’s experience and leadership tools are exceptional. A wonderful speaker who delivers a fantastic workshop for leaders, with actionable takeaways that

can make a real difference.

Marko Ilincic

Chairman, CEO
AhaMo™

“

Sarah is an absolutely fantastic public speaker. She is engaging, interactive and powerful. The content of her talks is extremely relevant. The internal feedback about Sarah has been excellent. The below are just a couple of messages received after the event:

‘Thank you for such an interesting presentation – loved it!’

‘I really thought Sarah was great, really engaging session!’

I would highly recommend Sarah for anyone looking for a speaker to come into your organisation or event to discuss a range of topics including, operating under pressure, imposter syndrome and performing better.

Katherine Ashdown

Senior Relationship Manager
C. Hoare & Co.

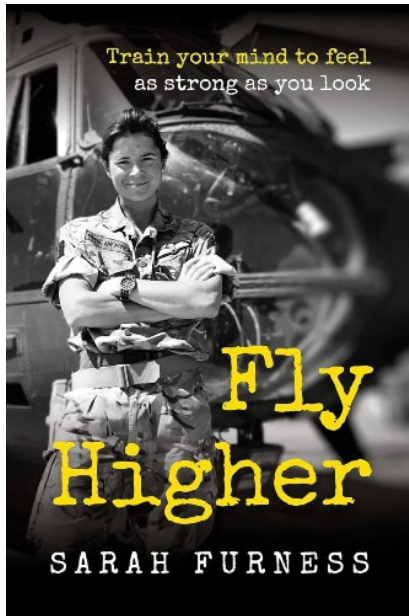
“

Sarah was the key note speaker at our annual conference this year. Her talk was passionate , captivating, and challenged us all on how we focus & manage tasks but also how we provide feedback & show leadership in the best ways . I never knew that flying a helicopter could provide such compelling lessons for business. If that sounds quite dry, then at the end of a full schedule of presentations Sarah had the whole audience captivated & following every word. Highly recommended.

David Hurren

Chairperson Green Gas Committee
REA

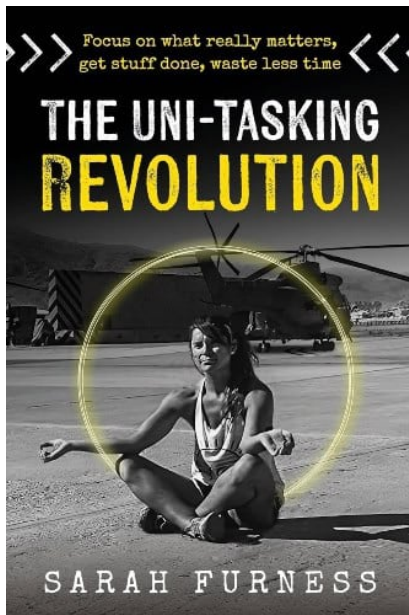
Books



Fly Higher: Train your mind to feel as strong as you look

Do people describe you as strong? Are you outwardly tough as old boots but inwardly plagued by self-doubt, self-pity or even self-loathing? In Fly Higher Sarah Furness, a former RAF helicopter pilot who served in Afghanistan, has translated the lessons she learned under fire into military-grade mindfulness strategies for improved self-leadership. Her Healthy Automatic Behaviours In Threatening Scenarios (HABITS) approach will teach you to stay bombproof under pressure – and feel awesome. Part memoir, part training manual for the mind, this book will take you on a journey from helicopter crashes and interrogation training to meditation and ‘winefulness’. Read this book and learn how to: Become your strongest ally Command loyalty Perform at your best

[BUY THE BOOK](#)



The Uni-tasking Revolution: Focus on what really matters, get stuff done, waste less time

What is uni-tasking, why is it revolutionary and what's it got to do with meditating in the middle of a war zone? Former RAF helicopter pilot Sarah Furness discovered the secret to true productivity while under fire: if you train your brain to uni-task, you can prioritise, focus, stay calm and deliver exceptional results. Sarah has translated the lessons she learned into a powerful set of strategies suitable for anyone who wants to gain focus and maximise their productivity. Packed with coaching exercises and mindfulness techniques backed by science and proven in combat, this book shows you how to get more done in less time – and make it all look easy. Learn how to: • Identify your highest-impact tasks and prioritise effectively when everything seems important • Harness mindfulness techniques and train your brain to maintain focus and productivity • Resist distractions and overcome mindset barriers that prevent you from performing at your best • Create a uni-tasking culture for your business and increase the productivity of your teams • Reduce stress and avoid feeling overwhelmed, even when the pressure mounts

[BUY THE BOOK](#)

Speaker Bureaus And Talent Agencies

Sarah Furness is available to book via these agencies

✓ Recommended



