

## SEBASTIAN COE



**One of Britain's Greatest Ever Athletes  
President IAAF (International Associations of Athletics  
Federations)**

Using his political skills, his strategic know-how and a true passion for sport, Lord Coe won the bid to host the 2012 Olympics in London. Seven years later the British Prime Minister David Cameron thanked him for "lifting the hearts of the nation" after organising the most successful Games of modern times.

Seb first made his name as one of the greatest athletes of his generation. He set twelve world records over four distances, achieving four golds and three silver medals in the Olympics and European Championships. He tells the story in his autobiography, *Running My Life*. Talking about the setbacks as well as victories, he shows how he beat the competition by facing down everything in training: "You don't become a champion by turning up and hoping to get lucky." Before he took on the Olympic role, Seb served as a Member of Parliament, a Government Whip and Private Secretary to William Hague - which gives rise to numerous anecdotes. He also set up a chain of health clubs and acted as a global advisor to Nike.

As Vice President of the IAAF, he secured the 2017 World Athletics Championships for London. In this instance it is only the third largest sporting event on the planet. Since 2015 he is the President of the IAAF. His mission is to ensure that athletics remains at the heart of the Olympic Movement.

Seb was honoured to accept a Life Peerage in 2002, becoming Lord Coe of Ranmore. He has since been appointed a KBE, and named 'Greatest Briton' in the Morgan Stanley Awards.

In speeches Seb takes audiences from his own on-track rivalries to the lessons learned from London - overseeing an enormous infrastructure and logistical exercise in one of the world's great cities. He highlights the need to build a resilient and dependable team, from a variety of backgrounds; to be seen to deliver on your vision (even while under constant scrutiny); and to communicate pre-emptively and leave nothing to chance. Above all, he underlines the age-old proposition that no amount of theorising replaces 'the genius of hard work.'

**Topics (Selection):**

- Motivation
- Transformational Leadership
- Customer Service & CRM
- Peak Performance
- Business Competitiveness