



# The Rt Hon. Lord Coe

Former Olympic Athlete, Politician & Head of the London 2012 Olympics



CSA Celebrity Speakers Ltd

Lord Sebastian Coe KBE acclaimed world renown heading the bid and organisation of the London 2012 Olympic Games. As President of the IAAF, he secured the 2017 World Athletics Championships for London.

**"Britain's greatest ever athlete, the man who brought the Olympics to England"**

## In detail

After his retirement in active sport, he became a Conservative MP. He also set up a chain of health clubs and acted as a global advisor to Nike. He can look back on an athletics career of almost unparalleled achievement. He was awarded the OBE in 1991 and in 1979 was named BBC Sports Personality of the Year. In addition to Seb's sporting success, he has written books on a variety of subjects and is an experienced broadcaster.

## What he offers you

Lord Coe offers insights into the lessons learned from London 2012 Olympics - overseeing an enormous infrastructure and logistical exercise in one of the world's great cities. Above all, he underlines the age-old proposition that no amount of theorising replaces 'the genius of hard work'.

## How he presents

An experienced media personality, Sebastian is equally at home in front of a large conference audience or speaking to a select after dinner group.

## Topics

- The Winning Mind
- Formulating the Perfect Team
- Business Competitiveness
- Peak Performance
- Transformational Leadership
- Customer Service

## Languages

Sebastian presents in English.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

## How to book him?

Simply phone, fax or e-mail us.



[watch video](#)

## Publications

### 2012

Running My Life - The Autobiography

### 2009

The Winning Mind

### 1996

Olympians: A Quest for Gold, Triumphs, Heroes and Legends

### 1992

More Than a Game: Sport in Our Time

### 1990

Fair Play in Sport and Society

### 1987

The Running Year: A Fitness Log and Diary 1987

### 1983

Running for Fitness

### 1981

Running Free (with David Miller)