# Rt Hon. Lord Coe KBE

**Former Olympic Athlete & Head of the London 2012 Olympics**

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

Lord Sebastian Coe KBE is the UK's most prolific world record setter and arguably the greatest runner to compete for his country. Lord Coe won the bid to host the 2012 Olympics in London and after the Games, served as Chairman of the British Olympic Association and is now President of World Athletics.

## TOPICS:

- Change, Risk & Handling Uncertainty
- Transformational Leadership
- Peak Performance
- Project Management
- Innovation & Challenging the Status Quo
- Leadership & Resilience

## LANGUAGES:

He presents in English.

## PUBLICATIONS:

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| **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 |

## IN DETAIL:

Before he took on the Olympic role, Lord Coe served as an MP, a Government Whip and Private Secretary to William Hague. He also set up a chain of health clubs and acted as a global advisor to Nike. As World Athletics President, he has faced new challenges and controversies with characteristic zeal, intelligence and diplomacy unpinned by his unwavering love of sport. Seb was made a Life Peer, becoming Lord Coe of Ranmore, and has since been appointed a KBE. He received a BBC Sports Personality Lifetime Achievement Award and was named 'Greatest Briton' in the Morgan Stanley Awards. He also secured the 2017 World Athletics Championships for London.

## 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.