



# MIKE FORDE

SPORTS EXECUTIVE & PSYCHOLOGIST  
FORMER CHELSEA FC DIRECTOR OF FOOTBALL OPERATIONS



*World renowned in elite sport for pioneering some of the most significant changes in high performance thinking, talent management and the use of technology and data.*

# MIKE FORDE

## Thought Leadership

Mike is a **pioneer** in elite sports, a **leading speaker** on performance development and a **trusted advisor** to businesses and athletes across the globe. Based in New York, Mike is recognised for creating **"game changing"** methodologies around the management of world class, multi-cultural talent. His work has become a **benchmark for leading teams** around the world, from elite sports to corporate talent management.



- The cornerstone of high performance is the **passionate desire and curiosity to be the best** – both individually and as an organisation. Without this humility and collective will to explore and push the boundaries for new and exciting ways of working then sustainable, inspirational high performance is not possible.
- Secondly is cultivating a **'winning mentality'** in everything you do. The common denominator across all high performance platforms is the focus to create a 'no excuses' environment. Essentially this involves an individual and organisational focus around attending to the detail and consistently asking oneself: what are all the things that prevent high performance from occurring? The answer to this question will create the framework that drives all core business operations. Ultimately the team that attends to these 'Performance Pitfalls' the best will be the ones with the greatest probability of success.
- Thirdly is the ability to **ruthlessly execute** on what matters to winning. Great teams have an incredible understanding of what needs to be done to win – strategically and operationally – and they have spent the time to understand what factors 'move the needle'.
- Competitive advantage in any sector often comes in understanding what factors are response for high performance and ultimately success and then consistently executing on these time after time.

# MIKE FORDE

## key facts

### Currently ...

- Professional **Speaker**, delivering over 50 keynotes / advisory sessions a year.
- A strategic advisor on building high performance cultures and talent management across a variety of Global Sports and teams including the **Philadelphia Eagles**, **Atlanta Falcons** and the **Brooklyn Nets**.
- **Non-exec Director** on two major Private Equity Funds specializing in the Sport, Leisure and Entertainment space.
- Non-Exec Director with **Lawn Tennis Association** / Wimbledon and has advised on High Performance Cultures and Talent Management across a variety of Global Sports including **International Rugby** Union; **International Cricket** and **Formula 1** racing.
- Mike is also worked with one of the leading soccer coaches Carlo Ancelotti on writing the book 'Quiet Leadership', published in 2016.

### Formerly ...

- Advisor to **San Antonio Spurs** NBA team in the US and **McLaren Formula One** Applied Technologies division.
- Director of Football Operations & Executive Club Director for **Chelsea Football Club** in the English Premier League (2007-2013)
- Performance Director for **Bolton Wanderers** Football Club (1999-2007)
- Holds a BSc in Sport Science from Liverpool John Moores University and an MSc Psychology & Sport from San Diego State University / Leeds Met University

Flies from **London**

Speaks to audiences globally at conferences, client forums and leadership meetings



### Sample speaking topics:

#### Creating a high performance environment.

For all great, sustained performance to arise there has to be a commitment to the execution of several key pillars in the high performance environment continuum

#### The DNA of a High Achiever and Cultivating a Winning Mentality.

Elite sport provides an incredible lens to view and understand the characteristics and mindsets of the high achieving individual.

#### Big Data and Performance:

Sport as a business has learnt that high performance is about combining data and talent. Companies across all industries which understand this stand to gain a massive advantage.

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## what people say

*Mike brought an attention grabbing, motivational message about high performance, mind set and team collaboration – all wrapped around personal accountability. His message received rave reviews from our conference participants*

**John Bahnken, President, Citizens Bank Wealth Management**

*Mike did a great job at our sales kickoff event. He related well to an international audience, was able to provide interesting stories, and linked his message to several frameworks for high performing individuals and teams*

**Janet Matsuda, CMO, Nimble Storage**

*From the start, Mike was completely engaged with our leadership team to understand our business and make sure his message was on point. Mike went out of his way to really understand some of the people in the organization and the challenges we face. During his talk, Mike did a great job connecting to the audience and linking his experiences to those we have in our business today. A winning guy and a winning day to help make us a winning team*

**William E. Jackson, Senior VP and CTO, Bemis Company Inc**

*Mike spoke at our Deals Summit 'High Performing Talent' event in January of this year. His topic on building a winning culture and developing high performing talent was a great success and real hit with the 900 strong audience of senior partners and leaders within the business. His engaging style and content, combined with his rich experiences from the very highest level of world sport left a very lasting impression on the strategy and people within our business*

**Martyn Curragh, PwC US CFO**



### Useful links for Mike Forde:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Video 1](#)
- TIB Video Channel >> [Watch Video 2](#)

thought-leading • engaging • insightful



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