Peter Keen CBE is a visionary coach and leader in international high performance sport with a proven track record in strategic planning, team management, coaching, sport science and education. As Performance Director at UK Sport he designed and implemented the strategic funding and performance management system that resulted in the triumphant achievement of Team GB at the 2012 Olympic and Paralympic Games in London.

Peter has been involved, in an official capacity at seven Olympic Games and over 20 cycling championships. He has coached men and women to nine world records and gold medals at Olympic, World, Commonwealth and European Championships and over 50 national titles. He is widely credited as being the architect behind the dramatic rise in the profile and success of British Cycling as a result of his pioneering work between 1997 and 2003 establishing its high performance programme at the Manchester Velodrome.

Strong Beliefs
- Ordinary People do extraordinary things
- The first question of any new proposition should always be “why not?”
- Talent is no match for an exceptional rate of progression
- To move is to live
- Time is the ultimate finite resource
- The greatest determinant of sporting success is state of mind
- Great ideas come to those that walk!

Themes
- Development of Expert Performance
- The drivers behind step changes in performance
- Long-term strategic planning
- Creativity: moving from day dreams to compelling visions
- Creating sustainable success through establishing high-performing communities
- The battleground of high performance psychology: conflicts between our emotional and rational selves
- Holistic performance coaching

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