

The Corporate Athlete

Resilient By Design



Session Overview

"Peak performance isn't about a single bullet. It's about the implementation of an entire system of behaviour and thinking. Jim explains how you can establish your own winning system for personal success"

Phil Jones Managing Director of Brother UK

Jim Steele

The Corporate Athlete

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Sustained high performance is not achieved by pushing harder for longer, it is built by managing energy, focus, and recovery with the same discipline as elite performers.

This dynamic keynote shows leaders and teams how to maintain performance under pressure without sacrificing long-term effectiveness. Drawing on neuroscience, performance psychology, and real-world corporate experience, this highly practical keynote and full day Masterclass equips participants with the systems elite athletes use to stay strong, adaptable, and consistent when the demands are highest.

Blending science with immediately usable strategies, the session demonstrates how resilience is not an innate trait, it is a trainable capability.

This is not a passive talk. It is an engaging, interactive experience that helps individuals understand how to perform at their best without burning out.

Session overview



Introduction: Resilience Is a Performance System

The session opens with a short, interactive experience that highlights how quickly performance drops when energy, attention, and recovery are unmanaged.

The insight:

High performers do not simply endure pressure; they manage it intelligently by building performance systems that prioritise the controllable processes that sustain results.

Participants explore how shifting attention from outcome pressure to disciplined execution of the right daily behaviours strengthens consistency, focus, and resilience. They see how resilience is built through deliberate systems that regulate effort, attention, and recovery across demanding environments, enabling sustained high performance, not just short bursts of effort.

Session overview



Better — Managing Energy for Sustainable Performance

Sustainable performance begins with understanding and managing personal capacity. In this section, participants explore how physical and cognitive energy influence decision-making, motivation, and output.

Key Themes

The Corporate Athlete model, managing energy, not just time
The role of physiology in sustained performance
Building routines that support focus, recovery, and consistency

Outcome

Participants leave with practical strategies to improve energy management so they can show up at their best more consistently.

Session overview



Smarter — Thinking Clearly Under Pressure

How we interpret pressure determines how effectively we respond.

This section focuses on strengthening mental agility, decision-making, and performance confidence in demanding environments.

Key Themes

- Reframing pressure as a performance signal
- Using cognitive strategies to regulate stress and maintain clarity
- Creating a performance identity that supports confident action

Outcome

Participants learn practical tools to stay composed, think clearly, and respond intelligently rather than reactively when stakes are high.

Session overview



Stronger — Building Resilience Through Deliberate Challenge

Resilience grows when individuals build capacity at the edge of their comfort zone.

This section explores how to develop psychological and behavioural strength through intentional stretch and disciplined follow-through.

Key Themes

Leaning into challenge as a growth driver
Developing habits that reinforce confidence and persistence
Building the capacity to sustain performance through adversity

Outcome

Leaders gain actionable methods to strengthen resilience so they — and their teams — remain capable, focused, and effective over time.

Session overview



Closing: From Short-Term Effort to Sustainable Performance

The session concludes with a practical integration exercise that connects energy management, mindset, and behaviour into a single performance system.

Participants identify the few high-impact actions they will implement immediately to maintain momentum without exhaustion.

The core message is clear:

Elite performance is not about working harder, it is about becoming

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Audience Takeaways

A science-backed framework for building and sustaining team momentum

Practical tools to align direction, strengthen commitment, and improve execution

A shared language and behavioural model that drives Better, Smarter, Stronger performance

Teams leave aligned, energised, and equipped to perform

Better. Smarter. Stronger. Together.



holistic
performance lab

