

Steve Williams, OBE
Olympian and Consultant Partner
UK



Steve is a double Olympic rowing champion and has the same passion for helping individuals and teams to be 'the best version of themselves they can be' as he does for making boats go fast.

A self-professed 'normal guy' Steve has had to win the hard way and before winning Gold in both the Athens and Beijing Olympics he went to Sydney as a 'travelling spare'. A humbling and painful experience this was also life-changing for the better and a critical component of Steve's learning to win. Never losing his dream of Olympic gold Steve was inspired by the challenge 'to be the best you can be' and the mantra 'even normal people win Gold medals'.

Luckily for Steve Olympic rowing is not only about physiological strengths (although this does help!) but far more about mental and emotional energy and also everyone's buy-in to one code; that the team's success not only depends on everyone aiming to work to the best of their own ability but also everyone working in such a way that gets the most out of themselves and complements everyone else to work to their best as well. Having won Olympic Gold in Athens by just 0.08 seconds Steve knows just how critical it is for the team to work at its best together in order to realise its full potential which can be far beyond its expectations.

Steve uses the powerful metaphor of 'making the boat go faster' to give insights into compelling goal setting, honest communication, resilience and mental toughness, optimal energy management, handling pressure with confidence and sustained winning.

Steve is committed to making his story come alive in a totally open and honest way so that his experiences can be most useful in helping leaders and team members to find ways to work better as a team in order to be measurably more successful. Amongst others Steve has recently worked with Volkswagen UK, Sainsbury's, Unilever, HSBC and O2.

Steve also really enjoys working with kids and young people from all different backgrounds to get them excited about participating in sport now and for life and also to pass on the mantra that was handed to him at that stage 'to be the best version of you that you can be'.