



ROBERTO FORZONI

Performance Psychologist. Keynote Speaker. Magician.

The psychologist behind **Team Murray** and the **Premier League's** greatest escape.

For over thirty years, Roberto has been the psychology behind elite sporting success — from Grand Slam champions to Premier League survivals, Olympic medallists to world heavyweight title challengers. Today he brings that same science of high performance to the stages, boardrooms, and leadership teams of the world's most demanding organisations.



"Roberto's incredible understanding of people, human nature and sport makes him the ultimate performance consultant. He knows what it takes to make people and teams excel and win."

SIR CLIVE WOODWARD

World Cup-winning England Rugby Head Coach

INSIDE WINNING TEAMS

WHAT CHAMPIONSHIP TEAMS KNOW
THAT MOST ORGANISATIONS DON'T.

THE WINNING MIND

HOW ELITE PERFORMERS BUILD A
MIND THAT WINS UNDER PRESSURE.



A KEYNOTE IN 45 MINUTES

INSIDE WINNING TEAMS

What 40 years inside elite sport and high-pressure business taught me about the patterns that separate winners from the rest.

Roberto Forzoni • Performance Psychologist • Keynote Speaker • Magician

78%

Premier League win rate, up from 23%, in nine games

No. 1

Sir Andy Murray – 3 Grand Slams, 2 Olympic Golds

26 yrs

BBC, Sky and Al Jazeera contributor since 2000

Inside the keynote

Roberto has worked with athletes who have won Olympic gold, Grand Slam titles, and more than 15 medals between them at Olympic, World and European Championships – across tennis, athletics, judo and boxing. As National Psychology Manager at the LTA, he created Team Murray – the support team that helped take Sir Andy Murray to world No. 1 – and authored *The FA Guide to Psychology in Football*. The patterns that show up in every winning team are the same ones that move the dial in workplaces navigating change, distance, and noise.

What the audience leaves with

A new question

"What do I bring to this team?" – the shift that flipped a Premier League season

A pattern language

Significance, Vision, Attitude, Standards – the markers found in every winning team.

A daily test

"Did I work as hard as I could today?" – the question elite performers ask.

Ideal for

HR conferences

Hybrid & distributed teams

Post-merger integration

Change programmes

Leadership offsites

Internal comms summits

Team building

Sales kick-offs

Culture change



A KEYNOTE IN 45 MINUTES



THE WINNING MIND

"The science of how elite performers build a mind that wins under pressure – and how your people can too."

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WORLD
CHAMPION

No. 1

23 ➤ 78%

The judoka who rebuilt his mind.

The player who came back from
the brink

The team that changed
its season

Inside the keynote

"The 'bad boy' of British judo who became a world champion. A tennis player on the brink of quitting who rose to world No. 1. A Premier League team that turned a relegation season around. Across 40 years inside elite sport, Roberto has studied what separates those who perform when it matters from those who fold — and translates that science into tools an audience can use on Monday morning. Not motivation. Method."

What the audience leaves with

A reframe

how elite performers turn pressure into an advantage, not a threat.

A method

the evidence-based routine behind real confidence and resilience, not positive thinking.

A daily practice

the small, repeatable things champions do that everyone else skips.

Ideal for

Leadership development

Resilience & wellbeing programmes

Conference keynotes

Sales kick-offs

High-pressure teams

Team building

Personal development

Change & uncertainty

