



**Professor Graham Jones**  
**Director of Lane4 US**

Professor Graham Jones is a passionate and hard-hitting spokesperson, regularly sought after to speak at industry conferences, client events and in top tier media publications. Drawing on fifteen years experience of coaching high profile leaders and elite athletes, he brings insightful stories to life with real examples from the sporting and business worlds. Graham has more than 150 publications in the area of high performance. These include three books and his article 'How the Best of the Best Get Better and Better', published last year in Harvard Business Review to widespread acclaim.

Graham's dynamic approach reflects his impressive academic background and extensive expertise in business performance. As a spokesperson and facilitator, he challenges audiences to step-up to the next level of performance and become 'real' leaders, exploring the mental toughness required to deal with the visibility and exposure that true leadership brings. Graham's audiences will leave sessions with practical ideas and necessary tools to improve both individual and team performance. Graham's latest book, *Thriving on Pressure: 5 Master Classes on Mental Toughness for Real Leaders* is out in October.