



Alain Prost

SPORTS PERSONALITY

In complex, resource-heavy operations, senior teams often confuse intensity with effectiveness. Under pressure, the instinct is to push harder, push faster. The winners over full seasons do the opposite: they read conditions accurately and strike while rivals burn through their margins.

Alain Prost is a four-time Formula One World Champion and former owner of the Prost Grand Prix team, whose work with senior leaders centres on decision-making and performance in complex competitive environments.

Alain Prost's 2026 Biography

Why organisations work with Alain Prost

- Four Formula One World Championships won against the strongest field of the modern era, including Ayrton Senna, Nigel Mansell, Nelson Piquet and Niki Lauda. Evidence, not assertion, that analytical preparation outlasts raw aggression over a full season.
- Few speakers move between the cockpit and the boardroom with equal authority. Competed for McLaren, Renault, Ferrari and Williams across 13 F1 seasons, then owned and ran Prost Grand Prix, and later served in a senior advisory role at Renault and Alpine.
- The mantra of “win as slowly as possible” translates directly to senior leadership. It reframes the question from speed to timing: how to preserve the machine and execute the decisive move when rivals have overextended.
- Held the record for most Grand Prix victories (51) for 14 years, broken only by Michael Schumacher, and remains the only French driver ever to win a Formula One World Championship.

Biography highlights

- Four-time Formula One World Drivers' Champion (1985, 1986, 1989, 1993).
- 51 Grand Prix victories, a record that stood for 14 years until Michael Schumacher surpassed it in 2001.
- Competed at the Formula One level for McLaren, Renault, Ferrari and Williams.
- Founded and ran the Prost Grand Prix Formula One team from 1997 to 2001, after acquiring the former Ligier operation.
- Co-owner of Renault e.dams in Formula E, winning three consecutive Teams' Championships.
- Chevalier de la Légion d'honneur; honorary OBE; recipient of the 1999 World Sports Awards of the Century in motorsport; inducted into the

AVAILABLE FOR

- After Dinner Engagement
- Awards Hosting
- Moderating and Emcee
- Panel Participation
- Speaking

ALAIN'S SPEAKING THEMES

- Motivation and Inspiration
- Peak Performance
- Resilience & Stress Management
- Risk Management
- Team Leadership

LANGUAGES: English, French

International Motorsports Hall of Fame.

Biography

Ayrton Senna was faster over a single lap. Alain Prost won four Formula One World Championships. That gap is the argument of his career. Speed is measurable. Winning a 16-race season is a different discipline, closer to running a complex business than to driving a fast car.

His mantra, “win as slowly as possible,” described a specific operating method. Conserve brakes and tyres early. Read the race against the field’s pace, and position the car so the decisive move comes late, when rivals have burned through their margins. The nickname “the Professor” was given by journalists who could not explain how a driver who rarely topped qualifying still kept ending the season as champion.

The perspective extends beyond the cockpit. Prost founded and ran his own Formula One operation, Prost Grand Prix, from 1997 to 2001, after acquiring the former Ligier team. He later became co-owner of Renault e.dams in Formula E, where the team won three consecutive Teams’ Championships from 2014-15. He has held senior advisory roles at Renault and Alpine, and continues to work as a commentator and analyst across the sport.

Senior teams running complex, capital-heavy operations recognise the discipline immediately. A Formula One season, played out across 16 races and four continents, is sustained decision-making under pressure in a highly instrumented environment, against rivals with similar resources. The winners read conditions accurately and know when to hold a position and when to strike. Prost brought that method to McLaren and Williams as a driver, then to the pit wall as owner of Prost Grand Prix.

Key speaking topics

- Strategic decision-making under sustained competitive pressure
- Team leadership in complex, technical environments
- Risk management in high-performance competition
- Building and running an elite competitive operation
- Lessons from four decades at the top of Formula One

Ideal for

- Board and executive teams are responsible for long-cycle competitive strategy
- CEO and COO audiences in capital-intensive, operationally complex industries
- Leadership forums focused on high-performance teamwork and technical collaboration
- Senior leaders in sectors where timing and risk determine outcomes

Audience outcomes

- A case study in why methodical preparation beats high-effort aggression across a long competitive season
- A working vocabulary for reading conditions and timing the decisive move under pressure
- A first-hand account of what it takes to hold together a Formula One team, where engineers, strategists, commercial partners and the driver each shape the next decision

- Direct lessons from competing against, and later working alongside, some of the most demanding figures in global sport

Alain Prost's Videos

