



Dave Brailsford

SPORTS PERSONALITY

Sir Dave Brailsford is a British sports performance leader who helps organisations understand how high-performance systems, leadership standards, and incremental improvement operate in elite environments.

- Former Performance Director at British Cycling, overseeing the national high-performance programme.
- Founding team principal of Team Sky, later known as INEOS Grenadiers.
- Led elite cycling teams to Olympic, World Championship, and Tour de France success.
- Appointed Director of Sport at INEOS with remit across multiple elite sport operations.
- Knighted for services to cycling and the London 2012 Olympic and Paralympic Games.

Dave Brailsford's 2026 Biography

Key speaking topics

- High-performance leadership systems
- Organisational performance standards
- Aggregation of marginal gains
- Elite team culture and accountability
- Performance management in complex environments
- Translating sport performance principles to organisations

Ideal for

- Senior leaders responsible for performance and results
- Executive teams managing complex organisations
- Organisations focused on culture, standards, and execution
- Audiences interested in elite performance models beyond sport

Audience outcomes

- Clear understanding of how high-performance systems are built and sustained
- Practical insight into leadership standards and accountability
- Perspective on managing incremental improvement at scale
- Lessons from elite sport applicable to organisational contexts

Why organisations work with Sir Dave Brailsford

- Direct experience leading high-performance systems in elite, high-pressure environments

AVAILABLE FOR

- After Dinner Engagement
- Guest Appearance
- Speaking

DAVE'S SPEAKING THEMES

- Corporate Culture
- Culture Transformation
- Leadership
- Peak Performance
- Team Leadership

LANGUAGES: English

- Proven ability to translate sporting performance principles into organisational leadership contexts
- Credibility grounded in senior leadership roles, not theory or consultancy
- Clear, structured perspectives on standards, culture, and sustained performance

Biography

Sir Dave Brailsford is one of the most influential figures in modern high-performance sport, with a career defined by building and leading systems that deliver sustained results under pressure. His work spans Olympic sport, professional cycling, and wider elite performance environments, giving him rare credibility at the intersection of leadership, culture, and execution.

As Performance Director at British Cycling, he oversaw the national high-performance programme through a period of exceptional success on the world stage. His focus on standards, accountability, and system-wide improvement reshaped how performance was managed across coaches, athletes, and support teams, creating a model that extended beyond individual talent.

He later became the founding team principal of Team Sky, now known as INEOS Grenadiers, guiding the team from inception to the highest level of professional road cycling. Under his leadership, the team secured major victories, including the Tour de France, reinforcing his reputation for building winning organisations in complex, competitive environments.

Central to Brailsford's work is the concept widely known as the aggregation of marginal gains: the disciplined pursuit of many small improvements across every aspect of performance. While rooted in elite sport, this approach has been adopted by leaders across business, government, and the public sector seeking practical ways to raise standards and deliver consistent results.

Beyond cycling, Brailsford has held senior leadership roles within INEOS, including Director of Sport, contributing to performance strategy across multiple elite sport operations. His experience working across different organisations and cultures gives him a broad, systems-level perspective on leadership and performance.

He was appointed MBE and CBE before being knighted for services to cycling and the London 2012 Olympic and Paralympic Games. Alongside his professional career, he studied sports science and psychology and later completed an MBA, grounding his leadership approach in both performance practice and organisational thinking.

Dave Brailsford's Videos

