



Mo Farah

CELEBRITY • OLYMPIC ATHLETE • SPORTS PERSONALITY

Most organisations can deliver one strong cycle. Repeating that level of performance year after year, with rivals studying every move and stakes rising each time, is the harder problem. The discipline required to sustain it is rarely learned in a classroom.

Sir Mo Farah is the four-time Olympic gold medallist whose career, including the 5,000m and 10,000m double at both London 2012 and Rio 2016, gives leaders a working example of sustained elite performance under public pressure.

Mo Farah's 2026 Biography

Why organisations work with Sir Mo Farah

- Second athlete in Olympic history, after Finland's Lasse Virén, to defend both the 5,000m and 10,000m at consecutive Games. Almost no one else can speak to sustained dominance at that level from direct experience.
- Delivered the distance double under two very different forms of pressure: home-crowd expectation at London 2012 and defending-champion pressure at Rio 2016. Both required the same habits, applied in different contexts.
- Trained inside elite endurance programmes for over a decade, including a long stint at the Nike Oregon Project. The talk goes into how Olympic preparation actually works at the operational level.
- In 2022 he disclosed in the BBC documentary *The Real Mo Farah* that he had been trafficked into the UK as a child under another boy's name. For audiences focused on resilience, this part of his story now sits alongside the running.

Biography highlights

- Four Olympic gold medals: 5,000m and 10,000m at London 2012 and Rio 2016. Second man in Olympic history, after Lasse Virén, to defend both distances at consecutive Games.
- Six World Championship golds and five European Championship golds. Most successful individual male athlete in European Championships history.
- Knighted in the 2017 New Year Honours for services to athletics; appointed CBE in 2013.
- BBC Sports Personality of the Year, 2017.
- Won the 2018 Chicago Marathon in a European record time of 2:05:11.
- Subject of the 2022 BBC One documentary *The Real Mo Farah*, which disclosed his trafficking into the UK as a child.

AVAILABLE FOR

- After Dinner Engagement
- Speaking

MO'S SPEAKING THEMES

- Motivation and Inspiration
- Peak Performance
- Resilience & Stress Management

LANGUAGES: English

Biography

In over a century of Olympic history, only one athlete had ever defended both the 5,000m and 10,000m at consecutive Games. Sir Mo Farah is the second.

The career was not luck. From the European junior 5,000m title in 2001, through training inside the Nike Oregon Project under Alberto Salazar and later under Gary Lough, Farah built an operational discipline. It produced ten global championship golds: four Olympic, six World Championship. He remains the most successful British track athlete in modern Olympic history.

In 2022, the BBC One documentary *The Real Mo Farah* disclosed publicly that he had been trafficked into the UK as a nine-year-old child under the name of another boy. He spent his formative years as a domestic servant in West London before a PE teacher, Alan Watkinson, identified both his athletic ability and the conditions he was living in. The disclosure changed how audiences understood the runner. The discipline that built the medals had been built first under far harder conditions.

What Farah gives an audience is access to the operational substance behind a public performance. The four-year cycle leading into a Games. The tactical patience required to hold position through 24 laps of a track race and execute a final 400m sprint that competitors cannot match. He left elite track competition after a sixth World Championship gold in 2017 and turned to road racing, winning the 2018 Chicago Marathon in a European record of 2:05:11.

Key speaking topics

- Sustained elite performance over multiple Olympic cycles
- Resilience under public scrutiny
- The mechanics of Olympic preparation
- Tactical execution and decision making under pressure
- Reinvention from track racing to the marathon
- The training and recovery cycle behind elite endurance

Ideal for

- Sales and revenue team conferences focused on execution and performance under pressure
- Large leadership and all-hands events anchored around resilience and sustained achievement
- After-dinner engagements at corporate and association conferences
- High-performance team kick-offs entering a multi-quarter or multi-year cycle

Audience outcomes

- A specific picture of what an Olympic four-year cycle actually involves, from long preparation through to race-day execution
- Resilience presented as a set of repeatable daily disciplines, anchored in concrete examples from elite training
- Direct testimony on how elite performers manage public expectation and the cost of public defeat
- A real example of mid-career reinvention, illustrated through the transition from track racing to the 2018 Chicago Marathon win

Mo Farah's Videos

