



Lord Sebastian Coe

AUTHOR · CELEBRITY · OLYMPIC ATHLETE · POLITICIAN · SPORTS PERSONALITY

Leaders of large, federated institutions have to deliver against an immovable deadline while answering to stakeholders who do not share a common interest. Public scrutiny is constant, the cost of failure is reputational as much as financial, and the legitimacy of the institution itself is often what is being tested. The question is how to set a direction the organisation can actually execute, and hold it under pressure long enough for the result to land.

Lord Sebastian Coe is President of World Athletics and the leader who delivered the London 2012 Olympic and Paralympic Games, drawing on three decades running global sporting institutions, a Westminster political career, and an Olympic competitive record to advise organisations on leadership under pressure.

Lord Sebastian Coe's 2026 Biography

Why organisations work with Lord Sebastian Coe

- He has led, end to end, one of the largest peacetime delivery programmes a UK organisation has ever attempted: the London 2012 bid, build, and Games. Few speakers can talk about institutional execution at that scale from inside the room.
- As President of World Athletics since 2015, he has run a global federation through doping scandals, Russian sanctions, prize-money reform, and gender-eligibility policy. The case material is contemporary, contested, and useful to any board navigating reputational risk.
- He moves credibly between elite performance, political office, and institutional governance. That breadth lets him address both the human side of leadership and the structural side without flattening either.
- He brings a working operator's view of stakeholder management: IOC, host governments, sponsors, broadcasters, athletes, media. Buyers wrestling with multi-principal accountability get a practitioner, not a commentator.

Biography highlights

- President of World Athletics since 2015; member of the International Olympic Committee since 2020.
- Chair of the London 2012 bid and of LOCOG, the organising committee that delivered the Olympic and Paralympic Games.
- Chairman of the British Olympic Association, 2012 to 2016.
- Conservative MP for Falmouth and Camborne, 1992 to 1997; Chief of Staff to William Hague as Leader of the Opposition; created Baron Coe of Ranmore in 2000.

AVAILABLE FOR

- After Dinner Engagement
- Speaking
- TV and Media

SEBASTIAN'S SPEAKING THEMES

- Business Continuity and Crisis Management
- Change Management
- Leadership
- Organizational Agility
- Peak Performance
- Risk Management

LANGUAGES: English

- Two-time Olympic 1500m gold medallist (Moscow 1980, Los Angeles 1984); set twelve world records across middle-distance events.
- KBE (2006), Companion of Honour (2013); author of *Running My Life: The Autobiography* (Hodder & Stoughton, 2012).

Biography

The London 2012 bid was three points behind Paris in the final IOC stretch. The committee changed chairs, brought in a new presentation, and won the host vote in Singapore on 6 July 2005. The work that followed, seven years of build, contracts, security, transport, and ceremony, finished on time and inside its public envelope. That is the institutional record buyers come to hear about.

What sits behind it is unusual. Coe was an Olympic 1500m champion in 1980 and 1984 and held twelve world records before he left the track. He then served as a Conservative MP for Falmouth and Camborne, became Chief of Staff to William Hague, and was created a life peer in 2000. By the time he chaired LOCOG he had already worked at close range on how political institutions actually function under stress.

Since 2015 he has been President of World Athletics. The federation he inherited was in the middle of the Russian doping crisis and faced an open question about whether its own governance was credible. The decade since has involved sanctions, reform of integrity systems, the introduction of prize money at the Olympic Games, and contested decisions on transgender and DSD eligibility in elite competition. None of those calls were uncontested; all of them were made.

He brings to a corporate audience a working knowledge of leadership where the stakeholders are not aligned, the deadline does not move, and the public verdict arrives the same week as the decision. That is the part of the experience that translates.

Key speaking topics

- Leadership of complex institutions under public scrutiny
- Delivering large-scale programmes against fixed deadlines
- Governance reform and integrity in international organisations
- Stakeholder management across political, commercial, and civic principals
- Building and sustaining high-performance cultures
- Legacy, reputation, and long-horizon decision-making
- Transitioning from individual performance to institutional leadership

Ideal for

- Boards and executive teams running multi-stakeholder organisations where regulators, governments, and the public are all in the room
- CEOs and transformation leads delivering large programmes against fixed external deadlines
- Public-sector and federated bodies facing reform under reputational pressure
- Senior leadership audiences in sport, broadcasting, infrastructure, and major-event delivery

Audience outcomes

- A working frame for setting and holding direction when stakeholders do

not share interests

- Specific case material from London 2012 and a decade at World Athletics on integrity, reform, and crisis response
- Sharper sense of how to manage the gap between elite performance and institutional leadership
- Perspective on legacy, reputation, and the trade-offs that surface late in long programmes
- A direct read on what high-stakes accountability looks like from the inside of the room

Lord Sebastian Coe's Videos



Lord Sebastian Coe's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Asia Pacific	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
Europe	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Middle East & Africa	Please enquire	Please enquire	Please enquire
South America	Please enquire	Please enquire	Please enquire
United Kingdom	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US East Coast	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
US West Coast	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000

Virtual	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
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