

Amplify is a leadership masterclass.

— Katie Sadleir, CEO Commonwealth Sport

AMPLIFY

The Keys to Performance Leadership
Lessons from High Performance Sport

RICHARD YOUNG PHD

Praise for *Amplify*

Amplify is essential reading for anyone serious about performance leadership. It brings rare clarity to the realities of leading in high-stakes environments — where the pressure is constant, but so is the potential.

Across three decades in sport, governance and global leadership, I've been part of transformative system shifts — from athlete well-being and integrity reform, to advancing women in leadership, designing national programmes and leading major venue and stadium developments. At the heart of it all has been a commitment to building systems that enable people and teams to thrive, perform and succeed on the world stage. I recognise the depth in this book because I've lived the realities it speaks to.

Richard has created a powerful resource — one that distils the complexity of sustained high-performance leadership into something deeply usable, clear and relevant. *Amplify* combines lived experience, thoughtful insight and a strong structural backbone that helps leaders not only sharpen their thinking, but strengthen how they lead.

I'll be coming back to it often — *Amplify* sharpens your edge and keeps you leading where it matters most. It's a leadership essential!

— Kereyn Smith CNZM

**Chair, The Eden Park Trust Board; Former CEO and
Secretary General, New Zealand Olympic Committee;
Vice President, Commonwealth Sport; Global
Advocate for Women in Sport and Leadership**

If you're serious about leading and delivering higher performance, then *Amplify* is essential reading.

Richard has delivered again. This book is packed with practical insights that unpack the real keys to performance leadership. He skillfully balances lived experience with evidence-based thinking — making the complex simple and the abstract actionable.

Amplify is a timely reminder that leadership is defined by action, not by title. In particular, action aligned to purpose. Purpose is fixed, but how we realise it must remain fluid. Richard brings this to life with precision — the more we add, the more we clutter. The less we simplify, the less we execute.

Great leaders empower, not control, because control is often just a poor reaction to pressure. As *Amplify* shows, sustained performance depends on simplicity, alignment and well-being.

This is a book I'll return to often. I hope you get as much value from it as I did.

— Don Tricker ONZM

**World champion coach; former High Performance
Manager at New Zealand Rugby; Director of Player
Health and Performance, San Diego Padres**

Amplify is an outstanding read. It's a complete guide to performance leadership. Richard Young has taken decades of elite sport experience and translated it into leadership insights that are deeply practical and powerfully relevant. The analogies are sharp, the structure is clean and the principles are built to last.

This book holds up both a mirror and a map. It helps you see where you are as a leader and where you could go if you choose to lead with clarity, consistency and intent. From clarity traps to performance well-being, *Amplify* is full of ideas that prompt reflection and drive action.

What sets *Amplify* apart is how it connects the dots between your role as a leader, the environment you shape and the culture you sustain. Richard addresses the central challenge of modern leadership, which is how to build performance that endures. Beyond results — it's about creating the systems, the people and the conditions that make those results inevitable.

This is a book about legacy and setting a foundation for success that lasts. Having spent a lifetime in elite sport, I can say without hesitation that this is the clearest and most compelling synthesis of what drives sustained performance I've read. Richard has achieved what few others manage: he makes the complex feel simple and the simple feel profound.

— Alex Baumann OC
**Double Olympic gold medallist and former
double world record holder; former CEO of high
performance sport in Canada, New Zealand and
Australia; former CEO of Swimming Australia**

Amplify is a standout read and a must-have for any leader's bookshelf. It is engaging, insightful and packed with practical nuggets that will resonate with anyone committed to leadership and personal growth. It builds brilliantly on Richard's first book, *Simplify*. Once again, he's delivered a thoughtful and powerful contribution to the leadership space.

Having worked with Richard during my time at Cycling New Zealand, I saw firsthand his ability to weave together insights from great leadership thinkers and mentors, while adding his own depth and clarity. I've read many related leadership books, including *The Chimp Paradox* by Steve Peters, *Start with Why* by Simon Sinek, *Dare to Lead* by Brené Brown and *Legacy* by James Kerr. *Amplify* brings many of the best ideas together in one place and adds fresh, original wisdom.

For me, the standout concepts in *Amplify* are the Three Lights of Leadership paradigm and the Simplicity, Alignment and Well-being system. These are innovative and practical, making this book an essential addition to any leader's library.

— Jacques Landry
Director, UCI World Cycling Centre (Centre Mondial
du Cyclisme – CMC), Lausanne, Switzerland

After more than 30 years immersed in high performance — as an Olympian, advocate and leader — I've seen what separates good leadership from great. It's not just what you do; it's how and why you do it. That's exactly what *Amplify* captures.

Richard has distilled decades of lived experience and deep observation into something rare: a guide that speaks to leaders at every level. Whether you're stepping into a new role or have been in the arena for decades, this book meets you where you are.

What I value most is how *Amplify* prompts reflection without judgement. It's a practical companion for leaders who want to grow with intention — to check in on their blind spots and also acknowledge their wisdom and progress.

I'll be using *Amplify* regularly — not as a manual, but as a mirror. One that reminds us all how to lead with clarity, energy and purpose. This is a vital read for anyone serious about sustained high performance.

— **Barbara Kendall CNZM, MBE, OLY**
Five-time Olympian, three-time Olympic medallist;
former IOC member and global advocate
for athlete and women's leadership

Amplify is leadership clarity at its best.

Richard shows how it's done. He knows how to get to the heart of challenging leadership issues in simple, concise language and clear structure. He uses profound metaphors and analogies to help you understand and design performance-enhancing systems. Building on the foundation of his first book, *Simplify*, Richard adds depth to mastery and antifragility into his leadership approach. It is concise and practical at the same time.

From firsthand experience, I know that this approach transfers fast and delivers success. If you want leadership that lasts, start here.

— **Olav Spahl**
High Performance Director, Belgian Olympic Committee;
Chef de Mission for Team Belgium (Tokyo 2020, Beijing 2022,
Paris 2024, Milano Cortina 2026); former Head of Olympic
Training Centres, German Olympic Sports Confederation

If you care about leadership that holds up under pressure, read this book.

In *Amplify*, Richard Young has done something rare — he's captured the essence of performance leadership in a way that is both deeply grounded in lived experience and immediately usable under real-world pressure. Having worked with elite performers across Formula 1, Olympic sport, military training and corporate leadership, I've seen that most ideas crumble under pressure when theory meets reality. Richard's don't, because they were forged in it.

One of the book's greatest strengths is its clarity and simplicity. In an age overloaded with content and complexity, *Amplify* cuts straight to what matters. You won't find abstract leadership jargon here. It's a playbook of practical insights backed by decades inside some of the most demanding environments.

Whether you're leading a boardroom, an organisation or a national programme, *Amplify* offers something invaluable: a mirror to clarify how you lead — and a map to align, sharpen and fine-tune your impact. This isn't about adding noise. It's about raising your signal.

Keep this book close. It's a leadership edge.

— Dr Kerry Spackman
Cognitive neuroscientist and author of
***The Winner's Bible*; advisor to Formula 1 champions,**
Olympic teams and global executives

Amplify nails the reality of high performance — dynamic, unpredictable and often chaotic. Richard captures what it really takes to lead in that space: clarity under pressure, constant decision-making and a leader-leader mindset.

This isn't about chasing outcomes — it's about the relentless application of behaviours that drive performance, especially when the path isn't clear. From navigating incomplete data to reframing and going again, this book shows how high performers stay in motion and stay effective.

Amplify is a must-read for anyone leading in high-pressure environments — whether you're just starting out or already deep in it.

Having led performance strategy across some of the UK's most successful teams and organisations, I recognise the power of these insights. *Amplify* offers a fresh, honest perspective on the real world of high performance — in sport and far beyond.

— Dr Scott Drawer
**Performance Director at INEOS Grenadiers; former
Head of Team Sky Performance Hub; former Head
of Research & Innovation at UK Sport; former Head
of Performance Pathways at England Rugby**

What a read! Loved it. A rollicking, energising journey that speaks to the heart of real leadership.

You can feel Richard's passion and enthusiasm for high performance. He is hungry to learn and to keep learning. Fortunately for the rest of us, he also has that delicious drive to generously share.

Richard knows where the leverage lies – in the personal practical knowledge (PPK) of those who live high performance. Interviewing, listening, questioning and observing are at the core of his work. Seldom do we get access to such gold.

Leading is about aligning to a vision, crystal clarity about the underpinning mental models and then designing and implementing the systems and structures needed to live out those mental models to bring the vision to reality. Richard takes us through these phases in detail through his high performance examples.

Everyone leads. Understanding this and balancing our autonomy with the autonomy of those around us is complex. Living the complexity of this responsibility is one of the joys of high performance. This book wraps us in example after example of what this looks like and feels like.

Any reader is going to be challenged to stop regularly, reflect on their own PPK and explore deeply. You won't escape unaffected. This is the power of *Amplify*.

— Dr John Edwards

Leadership strategist and systems thinker; co-founder of Edwards & Associates; international advisor on leadership and organisational development; co-author of *Schools That Deliver*

Amplify is the book I wish every coach, athlete and leader had in their hands — not just because it's insightful, but because it's usable. It shows you what high performance really looks like behind the curtain and how to lead it from the inside out.

Even from our early days on the road together, it was clear that Richard was intensely observant and intrepidly curious about high performance. And he's absolutely hilarious to boot! That mindset has since evolved into a deep, nuanced understanding of what sets high performers apart. In *Amplify*, Richard distils the intricacies of high performance into a clear, practical guide. It's a book you'll return to — whether you're a student eager to apply these lessons to your own journey, or a seasoned pro in need of a reminder of what it took to get there. If performance matters to you, this book should be on your desk.

— **Curt Harnett**

Three-time Olympic medallist, former world record holder; Olympic Chef de Mission, Member of the Order of Canada, Managing Director at World Bicycle Relief

Amplify delivers a clear, practical and repeatable framework for leadership and lasting achievement. Richard Young's approach is grounded in principles and enriched by decades of experience in high performance, making this a powerful guide to sustained success — whether in sport, business or life. As someone who has coached both men's and women's teams at Olympic, professional and NCAA collegiate levels, I recognise the depth and clarity this book brings to real-world leadership. I highly recommend it.

— **Hugh McCutcheon MNZM**

**Secretary General, International Volleyball Federation (FIVB);
Olympic gold and silver medal-winning coach;
International Volleyball Hall of Fame inductee;
author of *Championship Behaviors***

If you're serious about leading people — not just managing them — *Amplify* gives you a system to build clarity, momentum and impact in any environment.

We often forget the role sport plays in teaching the skills that matter most in leadership — decision-making under pressure, communication that cuts through and the discipline to keep showing up. In *Amplify*, Richard Young highlights the proven strategies from elite sport that can help build and sustain a performance mindset in teams, organisations and leadership.

This book will resonate particularly with those transitioning into leadership roles — whether you've come from sport or not. That's because it's practical, grounded and full of moments that prompt real reflection.

Amplify is the kind of book that doesn't just sit on a shelf — it shapes how you show up as a leader.

— Marco di Buono
President, Canadian Tire Jumpstart Charities

Amplify is one of the most grounded and insightful books I've read on what real leadership looks like under pressure. It captures the truth about performance leadership — that it's not about charisma or control, but clarity, consistency and conviction.

Over the years, I've worked with and learned from some of the best leaders in Olympic sport. The ones who truly elevated those around them were never the loudest in the room — they were the ones who created environments where people felt seen, trusted and expected to rise.

Richard Young understands this deeply. In *Amplify*, he offers a rare blend of high-performance insight and human connection. This book helps you see what separates the leaders who create short-term results from those who build long-term legacy.

If you lead — or aspire to — and care about doing it well, *Amplify* belongs on your shelf. Or, better yet, in your hands.

— **Duff Gibson**

Winter Olympic gold medallist; author of *The Tao of Sport*

Amplify is an incredibly powerful and thought-provoking book. Having had the privilege of working with Richard as a mentor, I was genuinely excited to dive into this.

The title perfectly captures the essence and impact of the content. This is a must-read for anyone striving to build and sustain high-performing environments. Richard has managed to distil the critical elements of performance into a clear, accessible framework that equips coaches and leaders with the tools they need to thrive.

His extensive experience across Olympic programs shines through, providing rich, real-world examples that highlight the nuances of roles, environments and what it truly takes to deliver under pressure.

Amplify is more than a book — it's a performance compass. For professionals serious about leading with clarity, conviction and purpose, this is essential reading.

— **Cory Sweeney**

Head Coach, Black Ferns Sevens; double Olympic medallist, Commonwealth Games gold medallist, World Series champion

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**THE KEYS TO PERFORMANCE LEADERSHIP
LESSONS FROM HIGH PERFORMANCE SPORT**

RICHARD YOUNG PHD

Published by Richard Young

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For Ollie, Gracie, Emily-Rose and Leo — my greatest
examples of what it means to lead with heart,
live with grace and lift others as you go.

ACKNOWLEDGEMENTS

This book was forged in a different kind of fire.

Since writing *Simplify*, life has changed in ways I never expected. My wife, Donna, passed away suddenly from illness. We found ourselves in a perfect storm — me and our four kids — navigating the heartbreak of loss while isolated through the stillness of COVID. It was a time when the world went quiet and our grief was deafening.

In that space, we became an even closer team — not by design, but by necessity. A tightly bound crew, learning together, breaking down, building up and moving forward. This book carries all of that. It carries her. Donna was a beautiful soul and a wonderful award winning writer. She was exceptional at exploring meaning to find the story beneath the story. This is my offering to that belief, and to her.

To those who showed up in this chapter of life — thank you. Paul Caldwell, Tom Heath (you never walk alone), Pete Gallagher, Caroline Young, Elaine Rutherford, Flossy Hinton and the Rutherford, Webb, Southey and Renzetti families — your presence, conversations and encouragement lifted us at just the right time.

To the world-class minds who shifted my understanding of leadership and performance: Richie Poulton, Dean Spitzer,

Don Tricker, Hubert and Stuart Dreyfus, Patricia Benner, Kerry Spackman, Alex Baumann, Kereyn Smith, Katie Sadleir, Matt Church, Robert Fritz, John Edwards, Pete Pfitzinger, Chris Bullen, Marty Toomey, Hugh McCutcheon — your influence runs deep in these pages.

To the wider high-performance community — the coaches, athletes, support staff and leaders who invited me into your world — thank you. The work you do and the way you think continue to challenge and refine mine.

To Jenny Magee, my brilliant editor, who helped shape this book with expert precision and care.

To my kids. Thank you for holding each other and for holding me. Your kindness, care and unwavering love have been my greatest teachers. The strength and courage you've carried through loss is the quiet power behind every page of this book. You are my best role models in what personal leadership truly means.

And to you, the reader. Whether you're leading teams, nurturing talent, navigating change or simply trying to find your next step, I hope something in these pages helps you do it with greater clarity, deeper courage and a stronger sense of meaning.

This book is about performance — but at its heart, it's about people. It's about you.

FOREWORD

Leadership today is more demanding, more exposed and arguably more consequential than it's ever been. In a time when many seek clarity, confidence and direction, *Amplify* offers something rare — not just a set of ideas, but a complete reset. It prompts leaders at every level to reflect deeply, act wisely and lead in ways that last. This book arrived at just the right time, and I believe it will leave a lasting impact.

I've spent over three decades working in and around high-performance environments — as an athlete, in senior leadership roles and now as CEO of Commonwealth Sport. Along the way I've been fortunate to work with many remarkable leaders and contribute to meaningful change across sport and governance. But what I've learned, more than anything, is that lasting leadership isn't about visibility or volume — it's about stewardship. That's why *Amplify* struck such a deep chord.

One idea Richard captures so clearly is that **stewardship is legacy**. It's a call to act. Whether we're leading a programme, a team, an organisation or a global event, the responsibility is the same: leave it better than you found it. Build systems where others can thrive. Create cultures where the right things are done the right way at the right time. That's what great leaders do. They don't chase the moment, they shape what comes next.

Richard Young has long been one of the clearest voices in the performance and leadership space. I first worked alongside him in New Zealand during our time with High Performance Sport NZ and the Academy of Sport. Even then it was clear that Richard saw what others missed. He brought evidence, reflection and simplicity to complexity. *Amplify* brings all of that thinking together in a way that is accessible, tested and ready to be applied.

I see the themes in this book play out every day. Over the past decade, I've taken on some of the biggest challenges of my career, helping lead the global transformation of women's rugby at World Rugby and, more recently, navigating the shifting landscape of the Commonwealth Games as CEO of the Federation. From urgent crises like the sudden withdrawal of the Victoria Games to the high-pressure, fast-paced challenge of reimagining a new Games model, success has depended on one constant: distributed leadership showing up — in the boardroom, on the ground and across the field of play.

That's exactly what *Amplify* speaks to. It doesn't place leadership in one person's hands. It spreads it. It challenges the outdated idea that performance comes from the top and shows what happens when leadership is shared, lived and reinforced in daily behaviours. Richard explains this with clarity and with real humility. He recognises that leadership is not about knowing all the answers. It's about noticing what matters, deciding with purpose and helping others do the same.

Reading this book was like returning to the conversations that matter most — the kind that stay with you long after the meeting

ends. The kind that make you stop, take a breath and think differently.

The reflections throughout *Amplify* are powerful on their own. But the way they are paired with real questions, tested practices and repeatable habits make this more than a book — it's a toolkit. One you'll return to, share and grow with.

Along the way in my career, I've been honoured to receive recognition — from a CNZM for my contribution to women in sport and governance, to the KEA World Class New Zealander Award and the Lincoln University International Medal. While those awards are humbling, they also remind me of the environments, challenges and people that shaped them. *Amplify* captures the essence of that journey — the unseen work, the shared responsibility and the systems we build to outlast us.

Whether you lead in sport, business, education or community, I can't recommend this book enough. It will challenge you, equip you and remind you why you lead in the first place. If you're looking to lead with more clarity, more meaning and more lasting impact, then start here.

Katie Sadleir CNZM

Chief Executive Officer,
Commonwealth Sport; Olympian;
Commonwealth Games medallist;
World Class New Zealander;
champion of women in sport and leadership

CONTENTS

A Roadmap for Performance Leadership	1
Part One: The World of High Performance	9
Chapter 1 Understanding High Performance	11
Chapter 2 The Challenge	15
Chapter 3 The Performance System	21
Chapter 4 The Performer	27
Chapter 5 The Podium	33
Chapter 6 Sustaining High Performance	39
Part Two: The Foundations of High Performance	45
Chapter 7 Your Game of Experience, Essence, Excellence and Empowerment	47
Chapter 8 Awareness and Its Black Arrow	53
Chapter 9 The Three Lights of Leadership	61
Chapter 10 The Engine of Excellence	69
Chapter 11 Fit-ness for Empowerment	73
Chapter 12 Craft Mastery	77
Chapter 13 Mana	83
Chapter 14 The Power of 10%	87

Part Three: Unlocking High Performance **95**

Chapter 15	Leaders, Learners, Performers and Contributors	97
Chapter 16	Leaders	101
Chapter 17	Learners	107
Chapter 18	Performers	115
Chapter 19	Contributors	121

Part Four: Sustaining High Performance **131**

Chapter 20	Three Pillars of Sustained Success	133
Chapter 21	Well-being Brings Energy	137
Chapter 22	Simplicity Brings Clarity	147
Chapter 23	Alignment Brings Cohesion	159
Chapter 24	The Sustained Performance Game	169

Part Five: Tools and Traps **179**

Chapter 25	Alignment Traps	181
Chapter 26	Clarity Traps	185
Chapter 27	Energy Traps	189
Chapter 28	A Call to Performance Leadership	195
	Support From Here	200
	Meet Richard Young	202
	Further Reading	204
	References	206

A ROADMAP FOR PERFORMANCE LEADERSHIP

Performance leadership transcends the realms of sports and business, distinguishing high-achieving teams and systems from the rest.

With decades of experience participating, observing and supporting Olympic athletes, leaders and experts, I know that high-performance sport has much to teach business and leaders in any field. The parallels of excellence are there — if you know where to look.

My last book, *Simplify*, focused on the systems that underpin high performance. It echoed the belief of author James Clear that ‘You do not rise to the level of your goals; you fall to the level of your systems’.¹

Systems are, indeed, crucial. But it is performance *leadership* — intentional, personal decision-making in every moment — that unlocks exceptional team performance. It’s time to take that next step.

That’s what this book, *Amplify*, is about. Identifying and overcoming what holds teams and organisations back from sustained high performance. You may have world-class systems,

AMPLIFY

but the success you seek will remain elusive unless you implement the key drivers that deliver performance leadership.

Amplify is a playbook for guiding you and your team to unparalleled success. Performance leadership is based on medallist and non-medallist research over 11 Olympic cycles and tested across more than 50 sports in seven countries. In these pages, you'll learn about strategic simplicity, anti-fragility, role alignment, performance well-being and more, all converging to optimise your performance system and leadership.

Whether on the field, in the office or at home, these insights will shape you, your team and your system into a consistent competitive advantage.

Where this book will take you

The chapters are arranged in five parts that build on each other.

Part One: The World of High Performance introduces the core concepts of what high performance truly means and how leadership shapes systems.

Part Two: The Foundations of High Performance dives into the practical steps, building habits and enabling empowerment.

Part Three: Unlocking High Performance explores the mindset shifts and roles of leader, learner, contributor and performer that sustain adaptability and resilience.

Part Four: Sustaining High Performance focuses on performance well-being, simplicity, alignment and building anti-fragile systems and environments that endure.

A ROADMAP FOR PERFORMANCE LEADERSHIP

Part Five: Tools, Traps and Transformation examines common pitfalls and challenges.

Parts One to Four conclude with a **Summary Guide** that includes the key ideas, blind spots and amplifying questions. Leadership requires action, so embrace these exercises. The more you reflect and apply your knowledge, the deeper the transformation.

Loss and learning

The chapters ahead will walk you through the patterns, principles and systems that drive high performance. Before we dive in, I want to share how this all began — not in theory, but in practice. Behind every insight in this book is lived experience: hard-won lessons from the track, the boardroom and beyond.

The story that follows isn't just where it all started. It's where everything changed. It's the turning point — the moment when everything I thought I knew about performance fell apart and what I discovered in the aftermath.

The push

I think in four-year cycles. I have since I was five — wide-eyed and captivated, watching the Olympics on TV. There was something about the scale of it all: the precision, the pressure, the convergence of the world's best on a single stage, at a single time. Even then, I wasn't just watching sport — I was studying it.

That sparked something in me — a lifelong fascination with high performance and what it takes to thrive when it counts most.

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I fell in love with cycling and progressed to the national team for Canada. The dream of the Olympics was lit.

Soon every breath, every decision, every dream was fixed on one goal: making the Canadian Olympic cycling team.

In 1982 I left Toronto for Montreal, chasing a shot at something bigger at the country's only indoor velodrome. I enrolled at McGill, but, in truth, school came second. My life was training — three sessions a day, every day, because more felt better. Every day was a push toward Los Angeles.

I was already chasing marginal gains before that phrase was even trendy — drilling holes into expensive components to shave grams off the bike, filling tyres with helium, tweaking anything that might move the needle. If I read about a new technology, I tried it — or built it. Everything seemed like a good idea.

When the Soviet boycott reshaped the 1984 Olympics, Canada could send a bigger team and decided to send a B team. I wasn't just hopeful — I was ready. I'd earned my spot as the second sprinter behind Curt Harnett, already one of Canada's rising stars.

Then came the airport.

The coaches called us together. Their faces were blank, unreadable. A pause — too long. Then: *'Only the A team is going. No B team. No reserves.'*

Just like that, the door slammed shut.

I stood there holding my plane ticket. Frozen. Every pre-dawn ride, every compromise, every sacrifice was gone. I'd given everything to a system that, in a heartbeat, gave nothing back.

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Two days later, a second blow: a letter from McGill. I'd failed out. No third year. No degree. No Olympics. No fallback. No plan B.

Rock bottom was in my parents' basement. I sat there in the dark, staring at a knife. Cold. Heavy. Final.

Failure. Shame. Emptiness. The system had collapsed. But I hadn't yet realised the system inside me had too. No structure. No resilience. Just silence.

Then I saw a photo taped to the wall — a family camping trip with all of us around the fire, roasting marshmallows. No medals. Just joy. That version of me didn't need a result to feel whole. In that memory I sensed an opening.

I lifted my eyes and threw the knife across the room.

It wasn't clarity. It wasn't resolution. But it was a response. And it was enough to lift me. Quietly and unexpectedly, it gave me something to stand on and move forward from.

Looking back, it's easy to say the system failed me. Maybe it did. But it also revealed something I couldn't have seen otherwise: when the external structures fall apart, the internal ones matter even more.

Performance leadership isn't tested when things are working. It's tested when they are not.

The pull

I had built my life around the single belief that if you worked hard enough, success was inevitable. But now I wasn't so sure.

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I made a deal with McGill. I told them the Olympic dream hadn't worked out and committed to pulling my average back up. If I couldn't, I'd leave. With that commitment, I threw myself into my physiology studies with the same intensity I had once reserved for the track.

I returned to cycling — but this time I wasn't just chasing performance. I was studying it.

One question consumed me. *Why do some athletes and teams keep winning while others fade away?*

At the 1988 Olympics, I qualified as a reserve behind Curt Harnett, who was already an Olympic medallist from LA. My job was to be ready if needed, to push and support him in training, and to learn.

**Performance
systems create
stability.
Performance
leadership
creates
results.**

I attacked the question the way I once attacked the track. I devoured books, rewound race footage and interviews frame by frame, and cornered champions and their coaches anywhere they would talk. In dining halls and on buses, I asked, *'What made the difference for you?'* Their answers varied, but patterns emerged that were powerful and undeniable.

It became clear that sustained success isn't about talent alone. It comes from something deeper — structure, clarity, connection and personal leadership. All by design.

Performance systems create stability. Performance leadership creates results.

A ROADMAP FOR PERFORMANCE LEADERSHIP

While others measured wins, I was mapping what made them repeatable. That pull became a pursuit — not just to understand performance, but to decode it. To cut through the noise, find the patterns that matter, and deliver results — faster, repeatably and sustainably.

The code

It became my professional work: collecting stories and data, distilling millions of words across decades to uncover the patterns that consistently lift performance at the highest level.

I interviewed every Olympic coach in British sport. I helped design innovation programmes for more than 40 sports in Great Britain and New Zealand. I rebuilt New Zealand's learning system across all Olympic sports. Along the way, I've worked with — and learned from — some of the best performance minds and leaders on the planet.

Now, I apply the same thinking internationally — from Olympic campaigns to boardrooms and leadership teams. The core principles are the same: people thrive when performance is led well.

I've had the privilege of sharing these patterns with world-class performers and leaders. Time and again, I hear the same thing: *'That's exactly how it works. I just wish I'd seen it sooner.'*

Now I'm sharing these patterns with you. This book begins with my story and carries the stories of many others — but at its heart, it's about yours. It's here to help you create, shape and accelerate your own path.

Welcome to *Amplify*.