

Mike Forde

Founder of Mike Forde Performance

Former Director of Football Operations - Chelsea FC

The Science and Psychology of High Performance



One of the UK's leading sports executives driving innovation and cutting edge methods across the high performance world.

Professional experience

- Based in the UK, Mike Forde is one of the UK's leading sports executives, having worked in the English Premier League for the past 15 years. He is widely recognized as a leading figure in the EPL and European Soccer for driving innovation and cutting edge methods across the High Performance world.
- Between August 2007 and June 2013 he was Director of Football Operations & Executive Club Director for Chelsea Football Club in the EPL, dealing with all areas of performance and team operations relating to the 1st team, including player recruitment; medical; sport science; psychology and performance analysis. In this period Chelsea won the UEFA Champions League, UEFA Europa League, Premier League title and three FA Cups – the most successful era in the clubs history.
- He was responsible for overseeing the performance development of the team which included multiple FIFA World Cup, European Championship and UEFA Champions League winners. He also worked very closely on a daily basis with some of the sport's greatest ever coaches including Carlo Ancelotti, Luiz Scolari, Guus Hiddink, Andre Villas-Boas and Rafael Benitez.
- Mike also serves as a Non-Exec Director with Lawn Tennis Association / Wimbledon and has advised on High Performance Cultures and Talent Management across a variety of Global Sports including International Rugby Union; International Cricket and F1.
- He is currently a strategic advisor to the San Antonio Spurs NBA team in the US and McLaren Formula One Applied Technologies division. Mike also sits on the Board as a Non-exec Director on two major Private Equity Funds specializing in the Sport, Leisure and Entertainment space.

Sample assignments

- Mike is a sought-after expert in sports business discussions, drawing on his elite experience to impart and develop wide ranging learning, integration and best practice in high performance and its practical implications and transfer to the world of business.
- He currently delivers over 50 keynote speeches per year across the globe on High Performance, Talent Management themes to some of the leading private businesses in the world.
- He has worked for clients across many industries, including banking, real estate, IT, consulting and others. He has delivered speeches to companies including Accenture, Barclays, CIMA, Deloitte, Teradata, Etisalat, Delta Airlines, Bloomberg, Equifax, Royal Mail, Schlumberger, Lloyds, Saatchi & Saatchi, Hill & Knowlton, Leaders in Performance, Colt Enterprise Services, Procter & Gamble, PWC and many others.
- Mike worked with one of the leading soccer coaches Carlo Ancelotti on writing a book 'Quiet Leadership' published in 2016.

Sample presentation topics

- Creating a High Performance Environment in Sport and in Business
- The DNA of a High Achiever – Cultivating a Winning Mindset
- Big Data and Performance – Competitive Edge for Business

Mike Forde - Personal bio-data

- A strategic advisor to the San Antonio Spurs NBA team in the USA.
- Advisor to the McLaren Formula One Applied Technologies division.
- Mike also consults closely on Corporate Knowledge Capture, with Sir Dave Brailsford and two-time Tour de France winners Team Sky Cycling.
- He sits on the Board as a non-executive director on two major private equity funds which specialize in the sport, leisure and entertainment industry.
- He is a non-executive director with Lawn Tennis Association / Wimbledon.
- He also advises on high performance cultures and talent management across a variety of global sports and teams including the Philadelphia Eagles, Atlanta Falcons and the Brooklyn Nets
- He was formerly the Director of Football Operations and Executive Club Director for Chelsea Football Club in the English Premier League (2007-2013).
- He was Performance Director for Bolton Wanderers Football Club – 1999-2007
- He has a BSc in Sport Science from Liverpool John Moores University and an MSc in Psychology & Sport from San Diego State University / Leeds Met University.

Client testimonials

“The passion of what he is doing in his job was very well felt throughout his presentation. The talk was well built up, lively and enjoyable from the beginning till the end.His content is interesting and fits well with “data analytics” in general. He is easy to work with and has a pleasant presentation style.” **Teradata**

*“Mike is a profoundly inspiring, entertaining, energetic and supremely insightful speaker/consultant. Every second Mike shared with us was packed with compelling evidence based insights into next ‘level thinking’ on being and creating high performance. His humorous and engaging ability to challenge paradigms around what innovation, creativity and performance is possible, in resource poor, rich and diverse environments, is a real ‘game changer’. The impact Mike has had on our team has been way beyond anything we anticipated”. Darrell Abbondanza, VP Human Resources (UK&I) **Equifax***

“Mike provided an incisive role to unlock a new way of thinking about focus on talent in our company. He has first class credentials and he was totally engaging with our top team, he is pioneering in his field. In a short time, he has made a long lasting impact, no doubt.” Nick Basing, Chief Executive Officer, **Essenden**

“Not only did Mike Forde impress our clients and staff with his insights about talent management and performance culture. He also managed to transfer key learnings from football to business and even communication. Mike’s knowledge and authentic enthusiasm for the field of performance gives you new ways of looking at things and motivates you for change. His presentation inspired us all!” **Gambit Hill+Knowlton**, Oslo Norway