

# DANNY CRATES

Paralympic Gold Medallist | High-Performance Speaker | Performance Coach

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## OVERVIEW

Danny Crates helps leaders and teams perform at their best when it matters most by shifting focus away from outcomes and onto the performance required to achieve them.

A Paralympic Gold Medallist, World Champion and former World Record Holder, Danny has spent more than 26 years performing under pressure on the world stage. Today, he works with organisations across the globe, helping leaders and teams build the clarity, mindset and behaviours required for sustained high performance.

At 21, Danny's life changed forever following a car accident that resulted in the loss of his right arm. What followed was not a journey back to the life he had before, but the building of a completely new one, a journey that ultimately led to Paralympic gold and breaking the world record in the 800 metres.

But the greatest lesson Danny learned did not come from winning.

For years, despite perfect preparation, ideal conditions and relentless effort, he failed to break the world record he was chasing. The breakthrough only came when he changed his mindset. Instead of obsessing over the outcome, he focused entirely on delivering the highest possible performance in every element of the race.

That shift became the foundation of everything he now teaches.

Danny's presentations go far beyond motivation. They provide practical frameworks, actionable strategies and a clear understanding of how individuals and teams can improve performance consistently, especially under pressure.

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## OUTCOMES FOR YOUR ORGANISATION

Every keynote, workshop and coaching session is built around one key question:

What do we want people doing differently on Monday morning?

Audiences leave with:

- A clear understanding of what high performance actually looks like
  - Practical frameworks that can be applied immediately
  - Improved focus on controllables rather than distractions
  - Greater accountability and ownership
  - Simple, repeatable performance habits
  - A shared language and culture of performance
  - Perform under pressure when stakes are highest
  - Shift focus from outcomes to controllable performance
  - Build high-performance cultures with clear standards and accountability
  - Improve clarity and decision-making in demanding environments
  - Strengthen ownership and personal responsibility across teams
  - Embed marginal gains and daily performance habits that drive results
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## APPROACH

Danny's work is built around his signature framework: The Five Pillars of Performance:

Goal | Purpose | Roadmap | Team | Feedback and Expectations

Combined with his renowned Performance vs Results philosophy, this creates a clear, practical and highly relatable framework that helps organisations improve execution, consistency and performance under pressure.

His sessions are tailored specifically to each audience and designed to create lasting impact long after the event itself.

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## DELIVERY STYLE

- Engaging, relatable and straight-talking
  - Built on lived experience, not theory
  - High-energy and commercially relevant
  - Tailored to your audience and objectives
  - Focused on practical application and behaviour change
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## TRUSTED BY

Google | Amazon | Deloitte | Visa | Coca-Cola | Lloyds | Adecco | Sephora | Gallagher

“Danny delivered an incredibly impactful session, translating elite performance into real business application. His message resonated strongly and gave the team clear, practical ways to improve performance.” – AVK UK Ltd

“Danny adapted his session brilliantly and delivered a message that really landed with our teams. During a period of change, his focus on performance under pressure gave people a clear and practical way to move forward.” – TD Securities

"Danny was truly inspirational to hear from and work with! His open reflections and thought-provoking lessons were incredibly insightful and resonated strongly with our audience, who all walked away with more than a few golden nuggets to reflect on"  
EY & Barclays Business banking

“Danny delivered an exceptional session, combining his personal story with practical insights on continuous improvement, leadership and marginal gains. His message left a lasting impact and has energised our team to apply these principles in our day-to-day performance.” – Cox Automotive

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## SIGNATURE KEYNOTES

THE PERFORMANCE ADVANTAGE – Why Results Improve When You Stop Chasing Them

Most people focus on results. The highest performers focus on the performance required to achieve them.

Key themes include:

- The difference between performance and results
- Why outcome obsession can actually limit success
- Executing consistently under pressure
- Building clarity around what truly drives performance

- Applying marginal gains to create sustained improvement

Audience takeaway:

A practical framework for improving execution, consistency and performance under pressure.

#### RESILIENCE: THE FOUNDATION OF HIGH PERFORMANCE

Resilience is not about bouncing back. It is about bouncing forward.

Key themes include:

- Redefining resilience as a performance tool
- Maintaining focus and composure under pressure
- Learning, adapting and recovering quickly from setbacks
- Controlling the controllables in uncertain environments
- Building resilient habits and behaviours into everyday performance

Audience takeaway:

Practical tools to maintain performance, confidence and momentum even when conditions are far from ideal.

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**If you are looking for a keynote that does more than inspire, one that changes how your people think, perform and execute every day.**

**Get in touch to enquire about Danny's availability.**

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