

FERGUS CONNOLLY

FERGUS CONNOLLY IS THE #1 PERFORMANCE EXPERT

Partnering with sports teams and corporations to achieve sustained success through unparalleled experience and cutting edge optimization approaches.



Front Line Lessons from Sports and Military Leaders to Make Your Small Business More Successful

Five Lessons from the Front line of Sport & Special Forces

1. You are in Control

- The Secret is in your Response. You're in Control of the most important aspect of your life - How you Respond. We don't control life, events, nature - but we have complete control over how we respond. Assess. Decide, be direct, confident and act. Don't stand still.

2. The Most important Ability is ALWAYS Adaptability.

- Success always depends on how fast and frequent you can adapt to change. When professional players first start sometimes they choke because they overthink and 'choke'. They learn fast to adapt, not overthink and rely on their training and basic skills. Practice and perfect the basic skills and act fast. You don't have to be perfect - you keep getting perfect.

3. Be Comfortable Being Uncomfortable.

There are always storms and chaos. The athletes and special forces who are most successful are those that recognize things always change and accept it. They prepare for chaos. They thrive in times like this. After this storm there will be another storm. We can prepare for the future, not predict it.

4. There is ALWAYS Opportunity.

Every great player or coach has had setbacks - losses, injury, failures. Good ones overcome them. Great ones thrive. The great players use these as opportunities to get better. They turn negative experiences into such a positive outcome we forget it was actually a setback in the first place! Find the opportunity in this moment.

5. Lean on your Sheepdogs

Put your own mask on first. Take time off, get fresh air, eat healthy, clear your mind. Don't worry - everyone will have bad days. On bad days we need to lean on our tribe of fellow sheepdogs, reach out, communicate. Never bottle it in. Get it out of your system. Then move on again.