

# Prof Damian Hughes

FRIDAY 18 JANUARY 2019 – 7.00pm-8.30pm



**About the talk:** Damian will be focusing on the psychology of a winning mindset, providing a 'toolkit' to challenge everyday language and improve communication.

## About Damian:

Professor Damian Hughes is an international speaker and bestselling author who combines his practical and academic background within sport, organisational development and change psychology, to help organisations and teams to create a high performing culture.

He is the author of seven best-selling business books, including Liquid Thinking, Liquid Leadership, How to Change Absolutely Anything, How to Think Like Sir Alex Ferguson and The Five STEPS to a Winning Mindset.

He has also been nominated for the 2007 William Hill Sports book of the year award for Peerless, his biography of boxing great Sugar Ray Robinson. In 2009, he co-authored a critically acclaimed biography of boxing legend, Thomas Hearn in Hitman: the Thomas Hearn Story. In 2013, his latest biography, Marvelous Marvin Hagler became the UK's best selling sports biography.

He was appointed as a Professor of Organisational Psychology and Change for Manchester Metropolitan University in September 2010. He is currently serving as a member of the coaching team for Scotland Rugby Union and Canberra Raiders.

His innovative and exciting approach has been praised by Sir Richard Branson, Muhammad Ali, Sir Terry Leahy, Sir Roger Bannister, Tiger Woods, Jonny Wilkinson and Sir Alex Ferguson.