

S H R I N E L O N D O N

*Think like an*

*F1*

*Driver*

*A Leadership Keynote by Claire Johnson*

*The fastest minds in the world.  
Performance when it matters most.*

*A keynote that lasts long after the room empties.*

45-minute keynote | 15-minute Q&A | Interactive



*Claire with Ben Collins - Former Top Gear "Stig," elite British racing driver and precision stunt specialist*

## Think Like an F1 Driver

*The fastest minds in the world*

F1 is the most demanding performance environment on earth. Decisions happen in fractions of a second. The margin between first and eliminated is measured in hundredths. The mental architecture required to perform at that level, consistently, under pressure, across an entire season, is not accidental. It is built, practised and refined through specific disciplines.

Claire Johnson is the only British motorsport performance coach currently holding an active racing licence. She has raced at circuit level and coached world champions. Think Like an F1 Driver is the translation of those disciplines into the decisions, communication and performance culture of leadership teams.

*The mental architecture required to perform at highest level is build, practised and refined ,  
over and over through specific disciplines.*

Taking the principles of precision and performance, this talk is about the mental frameworks that allow elite performers to make better decisions faster, recover from mistakes without losing momentum, and operate at the highest level when the conditions are most difficult.

Every principle has a direct leadership application, and Claire uses real, lived experiences from the world of F1 to bring them to life, showcasing how to implement them into your corporate environment.

The keynote also includes an interactive element that can be expanded and delivered as a standalone breakout session, giving teams the opportunity to apply the frameworks directly and leave with tools they have already started using.

Practical tools.  
Immediate application.



## 01 DECISION ARCHITECTURE

### *High-stakes decisions under extreme time pressure.*

How F1 drivers make high-stakes decisions under extreme time pressure, and the mental frameworks that make fast, accurate decision-making repeatable rather than instinctive.

## 02 MARGINAL GAINS

### *Small, deliberate improvements applied consistently.*

The compound effect of small, deliberate improvements applied consistently. How elite teams use marginal gains not as a concept but as a daily operating discipline and what that looks like in a business context.

## 03 PERFORMANCE UNDER PRESSURE

### *Precision when the conditions are hardest.*

The mental protocols that allow elite performers to maintain precision when the conditions are hardest. Pressure management, recovery from error, and the discipline of performing to process rather than emotion.



## What your audience will leave with.

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**01    Clear thinking under pressure**

The ability to filter noise, prioritise effectively and maintain clarity as pace and complexity increase..

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**02    Decisive, structured decision-making**

A repeatable framework for making fast, high-quality decisions without second-guessing or delay.

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**03    Communication that sharpens execution**

Clear, precise communication that aligns teams and reduces friction in high-pressure environments.

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**04    Consistent leadership under pressure**

The behaviours and structures that allow leaders to remain steady, composed & effective when it matters most.

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**05    A system for sustained performance**

An understanding of how to design performance, not rely on effort, so individuals and teams operate with confidence and control.

## IDEAL AUDIENCES

# Where this keynote lands.

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- Leadership Teams
- Corporate Events
- C-Suite & Senior Leadership
- Founders & High-Growth Organisations
- Executive Off-Sites
- Performance-Driven Cultures

## WHY CLAIRE



## Precision. Composure. Authority.

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Claire Johnson leads Leadership Development and Keynotes at Shrine London, working directly with business owners, leadership teams and organisations to strengthen leadership capability, communication and decision-making. She created Direction VII, Direction Continuation and Direction Corporate to address the gap she kept seeing in her work with leaders: capable, experienced professionals who had all the competence but could not see it from the inside.

Her background is unusual. Claire is the only female performance coach in motorsport history to hold an active racing licence. She has raced at circuit level and coached world champions. That experience of making precise decisions under extreme pressure is the foundation of everything she brings to the leaders she works with.

Claire is the author of three books on leadership, confidence and personal development, including the “The Winning Formula”, and speaks internationally on leadership and performance under pressure.

Outside of Shrine, she is an award-winning figure competitor, freediver, movement specialist and qualified nutritionist as well as being a proud mum and a lifelong petrol head all of which bring the same discipline, energy and focus to life that she brings to her work.

*Audiences leave with tools. And they tend to use them.*

S H R I N E L O N D O N

# Begin the conversation.

*This keynote is introduced after an initial conversation where we understand the audience, the room, and the moment in the programme where it will land.*

## C O N T A C T

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