



PERFORMANCE MINDSET AND LIFESTYLE COACHING

**INSURING LEADERS & KEY EMPLOYEES
DEVELOP A PERFORMANCE MINDSET &
OPTIMAL LIFESTYLE FOR SUSTAINED
PRODUCTIVITY & PERFORMANCE.**



OPTIMUS COACH
CERTIFIED
COACH
ACADEMY QUALIFIED

BENEFITS

PERFORMANCE MINDSET & OPTIMISED LIFESTYLE

Developing a Performance Mindset will change how key employees View, Think, and Act on a daily basis.

Alongside Enhancing their Lifestyle to create longevity and increased commercial return through the following.



INCREASE PRODUCTIVITY
through seeing obstacles & setbacks as opportunities.



EMPLOYEE RETENTION of key employees through feeling supported via personal development with regular coaching.



ENHANCE HEALTH & WELLNESS to minimise burnout, maximise enjoyment, and create a thriving culture within the company.



IMPROVE CLARITY when making decisions through developing a performance mindset & optimal lifestyle.



**Invest In Developing High Performing
Healthy Humans To Create A
High Performing Profitable Company.**

HOW



Through a unique blend of proven coaching methods, practical wisdom learnt from decades of experience, with measurable progress & lifestyle metrics tracked and analysed.



Educating and empowering key employees to thrive in the face of uncertainty and complexity. Providing performance mindset techniques to improve leadership.



Luke Tyburski's extensive real-world experience, with science backed mindset strategies & coaching practices are delivered with a rare blend of simplicity, depth of knowledge, and within a high-performance supportive environment.

MASTERING MINDSET



VIEW

How you view yourself, others, and the world around you will determine the thoughts you have.



THINK

Your thoughts, internal conversations, and cognitive bias will dictate the options you create for yourself based on your inner dialogue.



ACT

How you view something, then think about it, will ultimately determine how you act! Whether that's a physical or verbal action, or doing nothing at all.

Mastering Mindset creates a lens to enhance your viewpoint, and see opportunities that were never in your focus.

Mastering Mindset provides the clarity & understanding of these thoughts to align with your objectives and make decisions to achieve them.

Mastering Mindset will give you the ability to take action that aligns with your objectives, respond with foresight, and be driven to accomplish the tasks needed to facilitate progress.

SELF AWARENESS

WHY LUKE IS DIFFERENT

A former professional athlete and elite ultra-endurance adventurer, Luke has spent over two decades sharing his performance mindset principles, leadership techniques, and lifestyle optimisation strategies with individuals from organisations and companies across a variety of industries - alongside professional sporting organisations & athletes.

Luke's Mindset Has Been Shaped By His Extreme Endurance Challenges Of Running:

- » Through the Sahara Desert.
- » Down Mount Everest.
- » Across a tropical forest in China without food, money, or water.

He Has Also Completed:

- » A 35-hour non-stop double Ironman triathlon in the Welsh mountains.
- » A world first, 2,000-kilometre, 12-day Ultimate Triathlon from Morocco to Monaco.
- » And overcame seven surgeries throughout these challenges.

Luke Independently Crafted A Personal Brand From His Epic Adventures By:

- » Producing documentaries showcased on global film tours.
- » Writing and publishing books.
- » Creating his own events.
- » Delivering his inspiring story and performance mindset techniques as a keynote speaker to audiences in 16 countries across five continents.
- » ICF & EMCC Accredited Executive Coach.

Luke's deep understanding of lifestyle optimisation for peak performance is backed by an Exercise Science degree and 20 years of experience working with individuals from the corporate world, and elite athletes.

His unique blend of expertise, practical application, and results-driven approach equips founders and key employees with the tools for long-term success, even beyond his direct involvement.



LT Coaching

OPTIMUS COACH
CERTIFIED COACH
ACADEMY QUALIFIED

ICF Credentials and Standards
ICF
ACC
ASSOCIATE CERTIFIED COACH

EMCC Global Individual Accreditation
EIA

WHAT PEOPLE ARE SAYING ABOUT LUKE

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“What sets Mastering Mindset apart is Luke’s hands-on approach and unparalleled expertise in performance development.”

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“Luke has translated his mental resilience experience, knowledge, and tools he has used as a performance consultant and elite ultra-endurance adventurer into principles and processes that can be learnt, applied, and most importantly measured.”

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“As a former professional athlete turned adventurer, now elite leadership coach; Luke brings the practical insights and lessons learned from pushing the boundaries of human potential.”

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“We really appreciated Luke sharing his inspirational story and powerful mindset strategies with our entire team during his program.

His take on the performance mindset was so relevant to our industry – Marketing & Creating. We found his ways of thinking to be helpful for not only just our workday, but also our daily lives.”

**Miguel, Co-Founder,
Vadela Creative Content Consultants**

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“If you’re looking for someone to help create a performance mindset, Luke is your guy!

Luke is an incredible mindset coach, I could not recommend a better coach!”

**Rebecca,
Olympic Gold Medalist, Swimming**

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“It was fantastic for Luke to spend time with my team and I to help us find motivation and to set bigger and more scary goals.

Luke’s virtual presentation style kept us all engaged throughout, and gave us some great techniques and strategies to be happier and to achieve more. We finished the sessions feeling inspired and ready to take on the world with renewed vigour.”

**Charlie Reading,
Director, Efficient Portfolio**

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“Working with Luke Tyburski has been a great investment – Luke is an enthusiastic coach, bursting with high-energy and empowerment. Luke’s ability to engage his audience is second to none. I’d recommend him to anyone to improve their mindset!”

**Perry Osei Tutu, Founder,
Godkind Digital Academy**

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“Luke has had an undeniable positive impact on the rowers in the GB Performance Development Academy. Luke has improved the athletes approach to being a person & high performance athlete.”

**Dan Harris, Director,
GB Rowing Performance Development Academy**

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“Luke’s program was inspiring and very motivational. I thought it was a great insight into his processes, strategies and his delivery was both appropriate and intelligent. I’d recommend his qualities to anyone wanting an insight into mental performance.”

**Adam Day,
Canadian Woman’s Soccer Team Coach**