



# PERFORMANCE MINDSET AND LEADERSHIP COACHING

**Developing High Performing Humans  
Through Purposeful Leadership.  
Building Resilience and Sharpening Focus  
To Perform With Clarity and Insight.**



OPTIMUS COACH  
CERTIFIED  
COACH  
ACADEMY QUALIFIED

# BENEFITS

## PERFORMANCE MINDSET & PURPOSEFUL LEADERSHIP

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

Elevate Organisational Resilience with Purposeful Leadership that fosters Innovation and Growth.



### ENHANCE FOCUS

to ignite innovation, align teams, & clarify priorities to deliver consistent strategic organisational growth.



### PURPOSEFUL LEADERSHIP

cultivates trust, focus, & direction—transforming culture and accelerating long-term impact.



### CORPORATE RESILIENCE

empowers organisations to adapt, recover, & thrive through disruption and sustained pressure.



### IMPROVE CLARITY

to navigate complexity faster, focus resources, & empower leaders to act with precision & purpose.





**EMPOWER PEOPLE.  
LEAD WITH PURPOSE.  
ELEVATE PERFORMANCE.**

## HOW



Using a unique blend of proven coaching methods, practical wisdom learnt from decades of experience, with mindset progress measured through a unique high-performance mindset questionnaire.



Educating and empowering individuals & teams 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 corporate resilience strategies with individuals, teams, 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.
- » Designing and executing a range of unique 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.



LT Coaching





# 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 developing and delivering his program.”*

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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**

“

*"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 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 athlete's 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, his strategies and delivery were both appropriate and intelligent. I'd recommend his qualities to anyone wanting an insight into mental performance & leadership within high performing teams."*

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