

Dave Alred MBE

Elite performance coach

- Available For:
- After Dinner Speaking
 - Keynote Speaking
 - Motivational Speaking

MAKE AN ENQUIRY



About

Dave Alred is widely regarded as the world's leading kicking coach. Specialising in 'performing under pressure', Dave was recently inaugurated into the UK Coaching Hall of Fame for his contribution to the success of the England Rugby World Cup winning squad, awarded the Mussabini Medal for outstanding success on the world stage and was honoured with an MBE in the 2004 New Years Honours List.

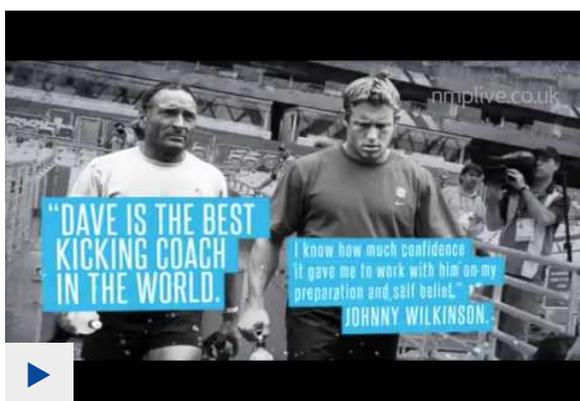
Dave Alred has been employed by England since 1998. During this time his brief not only included work with Jonny Wilkinson and the squads leading kickers but also the players' mental preparation. Dave has a wealth of knowledge to impart on performance under pressure, both in the sporting arena but also its application in the corporate world.

Dave Alred spent an average of seven hours in Test weeks specifically working with England's kickers and believes that "when the bullets start flying it's useful to have someone alongside you who can prompt you". He famously told Jonny Wilkinson to "Forget the posts - let's aim for something else. Imagine there's a woman sitting in that seat, 20 rows behind her name was Doris". The rest, as they say, is history.

Lately he has been called to work with premiere soccer players as well as being used up by the FA to coach on the Advanced Goal Keepers coaching award for Professional players. He also worked with Armagh and Dublin County Gaelic Football. His own playing career included professional Rugby League, American football - Minnesota Vikings, as well as Rugby Union at Bristol and Bath.

A genuine pioneer in performance psychology, Dave Alred MBE is uncompromising and unequivocal in his pursuit of continual improvement, revolutionising the performance abilities of sports & business people alike. Over thirty years of hard won experience has helped Dave create world beaters.

Video



Testimonials

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The entire room perked up after lunch, listening and participating with intrigue. Dave Alred was indeed awesome. I have to say it is very rare that I rave about any guest speaker; however, this was truly sensational. The way he coached a female member of our sales team (who had never kicked a ball) to aim in a precise position was nothing short of amazing - what was the high point of the day. In this instance every man and woman has said: Dave Alred. Praise indeed.

Patti Heaven, AXA Sun Life.

“

Dave Alred was very highly rated in our feedback forms and we all enjoyed and valued his presentation greatly.

Graham Ridgway, Chief Executive,
Touchpaper.

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Before your presentation, I wouldn't have believed that in coaching rugby players to 'perform under pressure', you have to tackle the very same issues and challenges that we face as a company in a hugely competitive environment. You were both informative, entertaining and made your points with real impact. I have heard a lot of 'sport to business' presentations in the past but this was by far the most relevant.

Keith Allen, Managing Director, ALD
Automotive Ltd.

TAGS FOR DAVE ALRED MBE

Rugby

Coaching

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