

BRUCE DURHAM



Award Winning
Performance Psychology Specialist

When The Pressure's On, I Help **Leaders And
Teams Steady Themselves And Deliver**

200k+

YouTube Subscribers

18M+

Video Views

ABOUT **BRUCE**

Bruce Durham is a performance-under-pressure specialist who helps leaders and teams make clear decisions when it matters most. As a former RAF aircrew member, he knows what it means to perform under real pressure.

He's the founder of Huddle Culture, with over 300,000 YouTube subscribers and 18 million views. Bruce also works directly with professional fighters and UFC athletes, helping them apply mental performance drills to stay composed in competition - the same techniques he teaches executives to use in high-stakes boardrooms.

His work turns high-stakes moments into practiced responses - one cue, one drill, one calm decision at a time.

CORE **FRAMEWORK**



THINK

+



FEEL

=



ACT

KEYNOTE TOPICS

HANDLE THE MOMENT

Simple resets and tiny drills that turn pressure into reliable action. This keynote teaches leaders to stay composed, make clear decisions, and follow through - even when the room tightens and the stakes are high.

Key Outcomes:

- Recognise early warning signs of pressure and apply micro-resets before performance drops
- Use the Think → Feel → Act sequence to stay grounded in high-stakes conversations
- Build response patterns that hold under real conditions

READ THE ROOM

Most leaders miss the real signals. This keynote teaches teams to spot hesitation, tension and misalignment before they derail performance - and respond with clarity.

Key Outcomes:

- Notice what's unsaid - hesitation, tension, misalignment - before it becomes a problem
- Shift energy and reset the tone when conversations stall or spiral
- Build psychological safety through practiced listening and response drills

BETTER CONVERSATIONS

Most failures aren't strategic - they're conversational. This keynote gives teams the structure and discipline to hold hard conversations, surface real issues, and move forward with alignment.

Key Outcomes:

- Run tight, focused conversations with clear intent and clean closure
- Surface real concerns without triggering defensiveness or avoidance
- Handle conflict, resistance, and ambiguity with repeatable conversational patterns

CLIENT EXPERIENCE

WHAT'S INCLUDED

- Pre-brief call to understand your audience, challenges, and objectives
- Fully customized content with industry-specific examples and case studies
- Professional delivery with Think → Feel → Act framework integration
- Post-event follow-up materials and team action guides
- Optional workshop extensions for deeper implementation

TRUSTED BY LEADING ORGANISATIONS



"Authentic, real, honest, impactful are just a small number of words that describe Bruce Durham and his approach. Combined with a very personal and heart grabbing story to ensuring everyone goes home safe each and every day."

Director QEHS Siemens

SIEMENS



READY TO BOOK BRUCE?

Speaking fees vary based on event type, location, and customisation.
Contact us for availability and pricing:

training@huddleculture.com