



## **Adie Shariff**

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Adie is a performance psychologist with 25 plus years experience. His capabilities have been tested in a range of environments, from business to elite sport, military, & expeditionary.

Adie started his career as a military psychologist, notably initiating an elite coaching unit in Royal Marines recruit training – an initiative that is now standard across all three military services. For the last 15 plus years Adie has specialized in working with commercial clients operating in competitive environments, facilitating strategic change and leadership development programmes.

Adie's success comes from a rigorous understanding of performance psychology and a strong focus on practical change – supporting clients simplify issues & initiate pragmatic, and self-sustaining, ways forward.

Alongside his commercial work, he has been involved in Elite sport since 2010. He's worked with a multitude of sports & supported people at all levels (from athletes through to Chairs). The impact of his work in sport got him shortlisted for the 2016 British Psychological Society 'Practitioner Of The Year Award.'

Here is a video of Adie talking about how people might better own their choices in life: [Seize the moments that matter: Adie Shariff at TEDxRussellSquare.](#)

