



HUMAN INTELLIGENCE FOR PERFORMANCE SPECIALIST PROFILE

George Petrakos Human Intelligence for Performance Specialist

George brings 17 years of expertise in high-performance sport and leadership consulting, with a focus on human motivation, feedback, and purposeful performance. His approach is rooted in self-determination theory, enabling individuals and teams to harness autonomy, mastery, and belonging to achieve meaningful success.

George is passionate about evolving environments where motivation thrives, helping businesses and teams improve both retention and performance through personalised growth experiences. He has contributed to high-performing teams across diverse industries, from elite sports to global technology, sports technology, and medical sales. His individual coaching clients are empowered to explore their own path toward a brighter performance future.

During a successful career in elite sport, George led performance departments for Federazione Italiana Rugby, Glasgow Warriors, New England Free Jacks, Hockey Ireland, and University College Dublin. He has thrived under high-pressure environments, including at three Rugby World Cups.

Qualifications

- ICF Accredited Coach
- Executive Functions Practitioner

Client View

“George’s work has been instrumental in transforming how our sales team operates. By improving the way our team asks questions and designing individualised sales frameworks aligned with our broader strategy, we’ve seen a significant boost in both engagement and sales success. His ability to bring clarity and purpose to our approach has had a lasting impact, not just on our numbers, but on the overall confidence and cohesion of the team.”

Impact

Success Measures from recent programmes with national and global clients

- Achieved a 39% improvement in 'effort habits' within a professional sports team, playing a key role in securing back-to-back championship wins.
- Drove a measurable increase in device sales by implementing personalised sales frameworks and enhanced questioning techniques at a global medical company.
- Contributed to the cultural transformation of a talent solutions team within a leading technology company, enhancing decision-making quality and driving more effective collaboration in high-stakes meetings.