



MATTHEW ADDISON-BLACK

Keynote Speaker · Associate Professor, RMA Sandhurst



THE SPEAKER

Know Thyself. *Not philosophy. Under pressure, the only operational question that matters.*

Matthew Addison-Black commissioned into the Royal Gurkha Rifles via Sandhurst in 2011, served on operations, qualified as a jungle warfare instructor, and for five years held a Senior Officer position in a discreet counter-terrorism and hostage rescue unit in Singapore.

In 2012, during active service, he received a cancer diagnosis. He declined the offer of medical discharge and returned to command.

He is currently a doctoral candidate at the University of Liverpool, researching moral psychology with a focus on how identity holds, or fractures, under pressure.

He now holds an Associate Professorship at the Royal Military Academy Sandhurst, teaching the psychology of leadership, ethical decision-making and international negotiation to Britain's future officers, and supports UK Special Forces selection on moral and ethical judgement under pressure.

These are not war stories. They are case studies in what happens to identity, judgment and leadership when circumstances remove every comfortable option. Each keynote moves from grounded psychological theory through lived application to tools an audience can use the following morning.

Identity under pressure is the golden thread.

THE KEYNOTES — 90 MINUTES EACH

COAL FACE NEGOTIATION & INFLUENCE

Where communication cannot afford to fail

Five years in hostage rescue and counter-terrorism. Grounded in Cialdini, Fisher/Ury/Patton and the Behavioural Influence Stairway Model. Authenticity in influence is not a virtue — it is a tactical necessity.

LEADERSHIP THROUGH ADVERSITY

When your leadership model stops working

Cancer diagnosis, medical discharge refused, command of wounded Gurkha soldiers. A full sweep from Great Man to Adaptive leadership — applied through lived necessity, not academic exercise.

ENGAGEMENT FORMAT

60 min structured content · 30 min open discussion · All sessions tailored to your organisation's context and objectives

Corporate leadership teams · Conference audiences · Senior executive groups

Elite sports organisations · High performance athletic environments

Regularly engaged by expedition and extreme environment teams preparing for high consequence challenges

HOME GROWN RESILIENCE

Performing when you have nothing left

Opens with a live heart rate monitor demonstration. Draws on IPREP certification and nervous system regulation. Most people are not failing to be resilient — they are training on broken foundations.

CULTURAL ADAPTATIONS IN LEADERSHIP

The frame you bring in is what you never examine

Command of Gurkha soldiers across operational theatres and training across nationalities in counter-terrorism environments. You cannot lead across cultural difference from behind glass.

CREDENTIALS

PhD Candidate (Moral Psychology) University of Liverpool

MSc Psychology University of Liverpool

BA Philosophy & Ethics Newcastle University

Professional Certified Coach International Coaching Federation

International Performance, Resilience & Efficiency Trainer University of Toronto

Associate Professor Royal Military Academy Sandhurst

Visiting Lecturer University of Liverpool

RECENT ENGAGEMENTS

S&P Global

PPRO

TrackUnit

Eastern Pacific Shipping

Ranger Everest Expedition 2026

Centre for Army Leadership

Unbreakable Projects Ltd

Royal Military Academy Sandhurst

TESTIMONIALS

"Our employees were so impressed with his ability to translate rigorous academic concepts in a way that is palatable for a wide audience. I cannot recommend him highly enough."

Adam Dikker · Global Lead Events & Communications · S&P Global

"This is a man who, when given a task, can be relied upon to deliver and do so well beyond your expectations."

Brigadier Shaun Chandler · British Army

"An exceptionally engaging and thought-provoking resilience training session ahead of our Everest base jump project"

Nico Jones · Black Aspect

"His ability to make complex ideas accessible and thick concepts digestible made for a profound period of focussed reflection and learning. He surely ranks as one of the most extraordinary people I've ever had the good fortune to meet"

Daniel Lansley · Director & Co-Founder · Unbreakable Project Ltd

matthew@veritashighperformance.com

KEYNOTE FEE from £10,000