

Ian Luff

Motor Racing Champion, Motivation and Safety Speaker

Extensive experience in coaching high performing sales and marketing teams, Ian Luff or Luffy' as he is affectionately known is a qualified Mechanical Engineer, Media Personality, Reality TV Judge, Australian Motor Racing Champion, Driver Training and Road Safety Specialist.



Ian is twice winner of the Bathurst 24 hour Endurance Race, he competed in the London to Mexico Car Rally through 18 countries in 28 days covering 17,000 kilometres.

He has worked with 11 Australian World Champions like boxing legend Costya Tszyu, surfing great Mark Richards, ex Formula 1 driver Mark Webber, Moto GP Champion Wayne Gardiner. Ian Luff's vast experience on the secrets to success, will lift your team's morale, wellbeing and performance.

Ian Luff Talks About

- Success - Driven by Attitude
- The Power of Communication
- There's no 'I' in Team
- How to negotiate
- Time management/Planning Strategies
- Mental Health and Wellbeing
- Corporate Safety/Deliverables

Make iT Happen

Inspired Thinking will put your team on track, Empower Performance, Influence Behaviour, Deliver Motivated Outcomes. To build a high performance workplace culture, one that's competitive, collaborative, always mindful of safety, requires influence, inspiration.

The MAKE iT HAPPEN program is ideal for any size business. Facilitated by Ian Luff Motivation Australia (est 1982) with on-site training workshops, at your premises or a nominated venue which will provide a supercharged learning environment to deliver your corporate objectives. Ian Luff is the driving force as a hands-on performance coach. He uses Inspired Thinking - iT to shift the goalposts on how people see challenges differently. His presentations will bring your next

event/conference alive, showing that your success can be driven by improved attitudes.

Client testimonials

“ A new market strategy was launched at our conference themed 'Shifting into Top Gear'. We sought a professional keynote speaker for our conference who could assist us in engaging and motivating our team to adopt this new strategy and take our company to the next, and highest, level of business performance – or TOP GEAR!! Ian Luff was selected from a short list based on his experience, his ability to link our motivation for change with real life issues, his enthusiasm, passion and sense of humour. Ian not only engages an audience and holds their attention with zest; he takes them on a life-changing journey. Ian's presentation is extremely motivating, highly entertaining and appealed to all of our conference delegates, local and international.

- *Prysmian Cables*

“ Your ability to engage our delegates and relate experiences you've had, on and off the track, really was unique and provided our Franchisees with a fresh way of viewing their business. Retail is fast moving and your grasp on how the cogs of a business need to work in conjunction with one another in order to provide positive results was spot on with the Eagle Boys system. Our Franchisees walked away motivated and eager to relook at what may have needed a 'tune up' in order to improve their service levels and overall success.

- *Eagle Boys Pizza*

“ Working with Ian throughout the process was an absolute pleasure. He was not only professional and accommodating but also displayed genuine passion and enthusiasm for his craft. He took the time to understand the unique aspects of our conference and tailored his presentation accordingly, making it a seamless fit for our event.

- *Geoff Watt, Australian Driver Trainers Association*

[VIEW SPEAKER'S BIO ONLINE](#) 

[VIDEO OF SPEAKER](#) 