

Emma Murray

High Performance Mindset Coach & Keynote Speaker

Emma Murray is the high performance mindset coach for Richmond Football Club and a high performance psychology consultant who works with elite athletes, corporate executives and companies, students and actors. She is also the mother of a teenage boy - destined to be an elite athlete - who suffered a tragic accident that left him with a quadriplegic injury.

An insightful keynote speaker, Emma draws on clinical research, her practical work and her personal experience to provide audiences with the keys to reach their potential. The strategies and simple tools she presents help people from all walks of life adapt in high pressure, high expectation environments and perform at their peak every day.

More about Emma Murray:

As the high performance mindset coach and player confidant for Richmond Football Club, Emma Murray was credited for delivering the club from 37 years of drought to win the Grand Final in 2017.

Her unique program and multidisciplinary approach, that combines mindfulness, psychology, meditation and quantum energy, was considered the difference in performance for a Club that had a long standing reputation of folding under pressure... but that is not the whole story...

A long-time supporter of Richmond and a devoted mum, Emma dreamt that her own son, Will, a gifted athlete who captained the under 14s, would one day walk through the doors at the Richmond Football Club not just as a fan, but as a player.

Yet it wasn't to be. Tragically, Will endured a diving accident that left him with a quadriplegic injury.

Since the accident, Emma has been confronted by the most difficult challenge of her life: guiding her teenage son's rehabilitation, and rebuilding his and her own vision for the future.



Through her writing and speaking engagements Emma provides a moving insider's account of the performance secrets behind one of the most incredible AFL Grand Final wins in history. She also outlines the parallels between life changing lessons, from the challenges of living with spinal cord injury to finding peak performance in sport, business and life. Emma engages her audience with personal stories as well as those of some of Australia's elite athletes.

Emma Murray speaks about:

Family tragedy and a story of survival through the use of mindfulness, perspective and determination - Emma tells her family's story of surviving their son's tragic accident and subsequent quadriplegia in a way which not only captures the hearts and attention of her audience but also inspires them to switch their own perspectives and strive to change and improve the story they are currently living. Emma skilfully weaves practical skills and lessons into her presentation, bringing to life the elements of mindfulness, gratitude and empathy.

Inside the minds of some of AFL's top players, including de-identified personal stories - Ever wondered what an AFL player really feels and thinks? Ever wondered what makes someone a champion and someone else fail? Emma gives the audience a rare insight into the minds of some of the AFL's top players whilst at the same time giving her audience some valuable take outs to improve their own performance and become champions in their own lives.

Understanding the machine in our mind and how to control our attention to achieve more, perform better and feel happier - This workshop is ideal as part of a bigger sales training program, company conference or school VCE program. Using practical exercises and examples taken from the AFL and sporting world, it hits home the skill and importance of attention control.

Change your state to change your performance (and your life) - For organisations wishing to improve efficiency, culture and results...INSTANTLY...this presentation/workshop is for you. Ideal for both large and small groups - employees, students or athletes will immediately learn how to focus better, feel more energised and engaged.

Taming the monkey in your mind - Emma captures the essence of mindfulness in a fun and engaging way, by including practical exercises and ready-to-use strategies.

Client Testimonials



Emma Murray spoke at the 2016 Star Ball Melbourne in August. The Star Ball Melbourne has been running for thirteen years and Emma's address to the audience was by far one of the most inspiring and impactful that we have witnessed to this date. Emma spoke with complete passion and integrity from go to wow. Her raw encounters of the Murray journey helped in providing the audience with a very small snapshot into their unimaginable story. Emma did not waiver in her execution - her 'matter of fact' approach as she spoke was incredibly influential and her ability to draw upon her professional skills in Mindfulness and Health were certainly encouraging. Thank you for your amazing contribution to Star Ball Melbourne Emma - we would highly recommend you for any event in the future.

Episode Events

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