

Ian Luff

Motor racing champion and motivational expert

Ian Luff is a man who wears many hats and wears each one successfully. He is a motoring expert, a performance driving coach, a media personality and motivational speaker.

Ian knows how to win, both on and off the racetrack. He is an Australian motor racing champion and, during his illustrious 40-year career, has participated in countless events from the renowned Bathurst 1000 to the London to Mexico Rally.

His company, Ian Luff Motivation Australia has also had its fair share of success and recently celebrated its 30th anniversary. Since starting the business in 1983, Ian and his team have assisted over 150,000 academy graduates achieve their precision driving goals - including nine Australian world champions like boxing legend Kostya Tszyu and Formula One driver Mark Webber.

Ian has a great ability to entertain and communicate and he is a sought-after motivational speaker. By linking his 'success driven formula' with his clients' strategies, initiatives, products or services, Ian engages audiences across Australasia.

Many high-profile companies like AMP, Hyundai, Johnson & Johnson, Brother International and Yokohama use Ian's team-focused activities to create competitive and collaborative behaviours within their work force.

Ian is also television and media personality, regularly appearing on Australia's highest rating current affairs TV programs. He has also appeared as a judge on four driving-based reality TV shows, including *Australia's Worst Driver* and FOX8's *Blood Sweat and Gears*. His weekly column is one of Australia's largest circulating regional newspaper syndications.

Ian Luff's presentations are packed with enthusiasm, motivation, fresh perspectives and humour and show how taking control and embracing change will deliver successful outcomes.



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

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