

Danny Crates

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Event Speaker – Event Host – TV Presenter – Personal Performance coach – Author – Business Owner – Paralympic Champion and Former World record holder



Danny Crates is one of the UK's most decorated Paralympians. A former gold medal winner and world record holder. Danny is an internationally renowned motivational and business speaker, event host, author and TV presenter. He is also the founder and owner of a high-performance consultancy, 1404 Performance, helping businesses build, implement and sustain high-performance teams and cultures.

After losing his right arm in a horrific accident at just 21 years old, Danny was determined to overcome that huge hurdle in his life, focus on the future and regain his positive mental attitude. Danny's drive and determination saw him back on the rugby field within 6 months and shortly after into Paralympic sport, quickly dominating – famously winning gold in the men's 800 metres at the Athens 2004 Paralympic Games, a year which also saw him set a new world record. It was the highlight of a glittering international career that saw Danny win every major title in the sport, including the World Championships, European Championships and Paralympic World Cup.

Since retiring from international athletics, Danny continues to build on his reputation as a leading motivational/inspirational speaker in the world of business and sport delivering keynote presentations around the world that leave his audience motivated and inspired to achieve their goals and targets both personally and within business.

Danny tailors his presentation for his audience and transfers his Paralympic success into achievable and measurable results for them, whether it be overcoming hurdles, change management, optimising personal performance and excellence, goal setting, incremental gain, teamwork or building exceptional results from failure.

His presentations are built around his unique model, the '5 Key Elements to Success' which resonates with every department within a business or team.

He is also a regular on TV, presenting on large sporting events such as the Paralympics and World Darts Championships as well factual programmes for the BBC. Danny was a contestant on Celebrity MasterChef reaching the quarter finals.



To book Danny, to enquire about his availability or for more information, please contact info@dannycrates.co.uk

