

Sally Kettle

Adventurer • Leader • Speaker • Coach

“Sometimes it's not what you do, but what you inspire other people to do that makes a difference.”



AT A GLANCE

- First woman to row the Atlantic east–west twice
- Co-founder & CEO of The Active Pregnancy Foundation
- Keynote speaker to national and international audiences
- Former BBC Radio 4 writer and presenter
- Has raised more than £500,000 for charitable causes
- Experienced facilitator, coach & leadership educator
- World record holder - first mother & daughter to row an ocean
- Deputy Chief Guide – Girlguiding
- Author of *Sally's Odd at Sea*
- Television documentary contributor and presenter
- Former qualified Personal Trainer, selected to work with athletes around the London 2012 Olympic Games
- Trustee of the Girlguiding Association & London Sports Trust

A FEW USEFUL FACTS

First woman

To row the Atlantic east–west twice.

106 days

Sally and her mother Sarah to Barbados — the first mother & daughter crew.

77 days

Her second Atlantic crew's crossing to Antigua.

Three-handed

The first three-handed boat ever to complete the crossing.

£500,000+

Raised for charitable causes through her adventures and campaigns.

BBC Radio

Producer, writer and presenter.

London 2012

Former qualified PT selected to work with athletes around the Games.

Author

Sally's Odd at Sea, Orana, 2007.

Two oceans, one very small boat

Sally Kettle is the first woman to have rowed across the Atlantic east– west twice.

She first took to the oars in 2003. Following a setback on her first Atlantic attempt, she was joined by an unlikely rowing partner – her mother, Sarah Kettle. One hundred and six days later, they made history as the world's first mother-and-daughter team to row an ocean.

In 2005 Sally founded Rowgirls, an all-female team attempting the fastest Atlantic crossing. The expedition became a lesson in what happens when even the best-laid plans spectacularly unravel. A crewmate left the boat mid-Atlantic. The boat lost its rudder in the worst recorded conditions in 200 years. Then a shark attacked the boat.

They didn't give up.

Sally and her crew arrived in Antigua 77 days later, becoming the first three-handed crew ever to complete the Atlantic crossing.

Her autobiography, *Sally's Odd at Sea* (Orana, 2007), tells the story of those expeditions – including the ambition, conflict, setbacks and sheer absurdity of trying to live with other people in a boat smaller than the average bathroom.

Since then she has continued to seek out challenging adventures while building a career in leadership, charity and communications. Today she is Co-founder and CEO of The Active Pregnancy Foundation, and Deputy Chief Guide of Girlguiding.

Alongside those roles, Sally is an experienced keynote speaker, facilitator, coach and broadcaster, speaking to national and international audiences about adventure, leadership, resilience, courage, trust, navigating uncertainty and what happens when things don't go according to plan.

Her style is honest, funny and practical. She uses extraordinary stories to explore very ordinary human challenges – and leaves audiences with ideas they can actually use.



SPEAKING

Stories from the edge. Lessons for real life.

Sally's keynote talks combine extraordinary adventure with real-world leadership. Her stories of ocean rowing, risk, resilience, teamwork and navigating the unexpected give audiences a fresh perspective on what it means to lead, make decisions and keep going when circumstances change.

She connects experiences from some pretty extreme environments with the challenges people face every day at work and in life — from uncertainty and change to confidence, difficult decisions, trust and resilience. Talks are tailored around an organisation's objectives, audience and event theme.

SPEAKING TOPICS

Leadership under pressure

What expedition leadership can teach us about decision-making, trust, responsibility and leading when there isn't a perfect answer.

Navigating uncertainty

How to make good decisions when you don't have all the information, the plan has changed and there is no obvious route forward.

Courage & confidence

Understanding the stories we tell ourselves about what we're capable of, and knowing when to challenge them.

Resilience & overcoming challenges

What actually helps us keep going when things get difficult, and why resilience isn't about simply pushing harder.

Trust & teamwork

What happens when very different people have to work together in challenging circumstances, and why trust is fundamental to performance.

Adventure & perspective

What happens when you deliberately step outside your comfort zone, and what adventure can teach us about ourselves.

AVAILABLE FOR

Keynote speaking

Conferences, corporate events, leadership programmes, awards ceremonies and away days.

Podcasts & broadcast

Interviews, expert commentary, panels and feature pieces.

Leadership & development

Workshops, facilitation, leadership development and presentation training.

Coaching

One-to-one and group coaching on leadership, resilience, confidence and change.

SELECTED CLIENTS & ORGANISATIONS

Coca-Cola

DMG Media

Royal Air Force

HBOS plc

Rugby Football Union

BAE Systems

Testimonials are available on the website and upon request.

Three very different environments

The ocean

Leading teams where resources are limited, conditions change rapidly and there is no easy exit — making decisions under pressure, building trust between very different people and keeping a team moving when the original plan has fallen apart.

A national charity

As Co-founder and CEO of The Active Pregnancy Foundation: leading a national charity, developing strategy, building partnerships and influencing systems and policy around women's health and physical activity.

A volunteer movement

As Deputy Chief Guide of Girlguiding: an organisation powered by thousands of volunteers and centred on the experiences and ambitions of girls and young women.

ACROSS ALL THREE, THE FUNDAMENTALS REMAIN THE SAME

Clarity. Trust. Courage. Good judgement. And understanding people.

THE ACTIVE PREGNANCY FOUNDATION

A charity dedicated to supporting women to stay active during pregnancy and beyond, working across healthcare, fitness, community and policy to improve the information, support and opportunities available to women during pregnancy and after birth.

It grew from Sally's own experiences and her belief that women deserve better support through one of the biggest transitions in their lives. It's given her a perspective on leadership that combines organisational leadership with advocacy, behaviour change, partnership working and systems change.

GIRLGUIDING

As Deputy Chief Guide, Sally combines her leadership role with her experience as a volunteer and advocate for the opportunities Girlguiding gives girls to build confidence, develop skills, try new things and discover what they are capable of.

It gives her a unique perspective on volunteering, purpose-led leadership, developing young women and leading a large, diverse organisation through change. Sally is also a Trustee of the London Sports Trust, and an experienced facilitator, coach and leadership educator.

BEYOND THE ATLANTIC

The North Atlantic

Sailing a 68ft racing yacht in the Clipper Round the World Yacht Race, for The Children's Trust.

The Pyrenees

Trekking with gymnast Suzanne Dando and a team of women representing the Armed Forces, for The Royal British Legion.

Humanitarian aid

Working internationally with the NGO ShelterBox to deliver humanitarian aid.

Adventure & endurance

Hiking, endurance challenges, ultra-marathons and coastal rowing.

Every adventure has also raised money for charitable causes — collectively over £500,000.

Behind a microphone

A former producer for BBC Radio Northampton, Sally has also written and presented pieces for BBC Radio 4, including *Does Hope Help?* for FourThought and *Jonathan the Tortoise – Operation Go Slow* for From Our Own Correspondent.

She spent six weeks filming in the British Dependencies in the South Atlantic for the television documentary *The Last Horizon*. Her adventure stories and leadership work have featured across national press and television, and she regularly contributes to media conversations through her roles with Girlguiding and The Active Pregnancy Foundation.

She is comfortable both telling a story from her own experience and offering informed commentary on leadership, women's health, physical activity, adventure and resilience — with lived experience, humour and a healthy willingness to talk honestly about the bits that didn't go to plan.

Available for podcast interviews, broadcast media, panels, events and expert commentary.

CONVERSATION STARTERS

What does rowing an ocean teach you about leadership?

What do you do when your plan spectacularly falls apart?

How do you lead when you're exhausted, frightened or uncertain?

What is the difference between resilience and simply grinding on?

Why self-limiting beliefs can protect us — and hold us back

What expedition teams can teach us about trust

Women, leadership and confidence

The reality of leading a charity

Building a movement around women's health

What motherhood and adventure taught Sally about risk

Rethinking how we support women during pregnancy and after birth

What Girlguiding teaches us about developing confident young women

What happens when you put four women in a tiny boat in the middle of the Atlantic

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