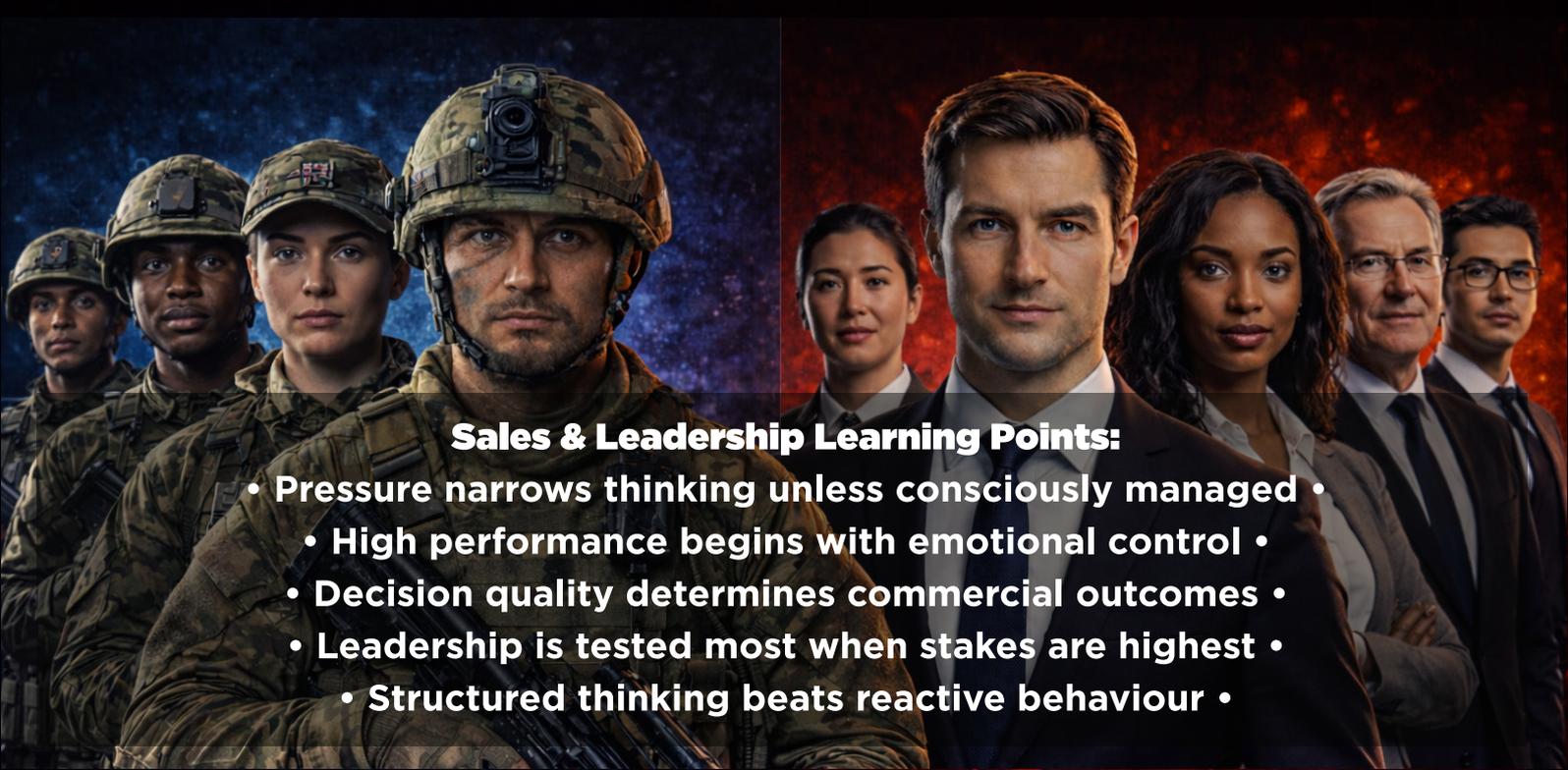


# Mindset Over Mayhem:



**Battlefield Psychology for High Performing  
Leaders & Sales Teams**



### **Sales & Leadership Learning Points:**

- Pressure narrows thinking unless consciously managed •
- High performance begins with emotional control •
- Decision quality determines commercial outcomes •
- Leadership is tested most when stakes are highest •
- Structured thinking beats reactive behaviour •

## **1. Set the Context: “Different Battlefield, Same Brain”**

### **Purpose:**

Establish psychological equivalence between battlefield pressure and commercial performance pressure.

### **Key moves:**

Explain that while the environments differ, the human stress response is identical: adrenaline spikes, cognitive narrowing, emotional reactivity, and time pressure distort judgment.

### **Draw a parallel between:**

Incoming fire ► aggressive market competition

Fog of war ► fog of incomplete data impacting the selling process

Collateral risk ► Revenue impact, brand reputation, customer relationships

Split-second decisions ► high-stakes sales calls, negotiations and meetings

Position the talk as a translation exercise: ***“What we learned under fire becomes a performance toolkit for leaders and sales teams operating under pressure.”***

### **Translate the emotional reality of combat into the psychological and operational reality of:**

A critical sales negotiation • A quarterly target shortfall

A major client escalation • A high-stakes leadership decision

Without theatrics... Without exaggeration... But with precision.

### **The audience doesn’t need to feel like soldiers.**

***They need to recognise that pressure behaves the same way in every performance environment - and that disciplined thinking is transferable.***

## **2. Introduce the Stress Response and Self Regulation Techniques**

### **Purpose:**

Give leaders and sales professionals practical tools to stabilise themselves before they attempt to stabilise the situation.

High performance starts with internal control.

### **Combat example:**

Moments from the helmet cam footage where breathing, micro pauses, or cognitive resets prevented panic.

### **Performance equivalent:**

Moments in high-pressure environments where breathing control, micro-pauses, or deliberate thinking prevented reactive decisions.

For example:

*A major deal unexpectedly stalling or a board-level pricing challenge.*

*A top performer threatening to leave or a competitor undercutting at the final stage*

Pressure spikes... Decisions accelerate...

The temptation is to react before thinking.

This is where performance breaks down - or steps up.

### **Techniques to teach:**

Physiological control: Tactical breathing, grounding, and micro pauses to widen cognitive bandwidth.

When the body calms, the brain performs.

### **Cognitive re-framing:**

Shifting from “catastrophe” to “controllables.”

### **Emotional detachment:**

Separating identity from outcome to reduce ego driven decisions.

### **Tempo management:**

Knowing when to slow down to speed up.

In sales and leadership, rushing creates errors.

Deliberate thinking creates leverage.

Pause... Assess... Then act with clarity.

**These become the foundation for decision making under pressure.**

**Because performance pressure is inevitable...**

**Panic is optional.**

### **3. Apply the National Decision Model (NDM) to High Pressure Incidents**

#### **Purpose:**

Show that the NDM is not a military tool-it's a universal decision logic.

Structure the section around the NDM's core elements:

#### **1. Code of Ethics / Values**

In combat: protection of life, mission integrity, proportionality.

In business: protect people, protect customers, protect long-term trust.

#### **2. Gather Information & Intelligence**

Combat: terrain, enemy movement, friendly positions.

In business: true buying position, competitive landscape, internal capability.

#### **3. Assess Threat & Risk**

Combat: enemy capability vs. intent.

In business: revenue exposure, relationship impact, strategic positioning.

#### **4. Consider Powers & Policy**

Combat: rules of engagement.

In business: regulatory obligations, pricing boundaries, what does policy allow.

#### **5. Identify Options & Contingencies**

Combat: manoeuvre, withdraw, call support.

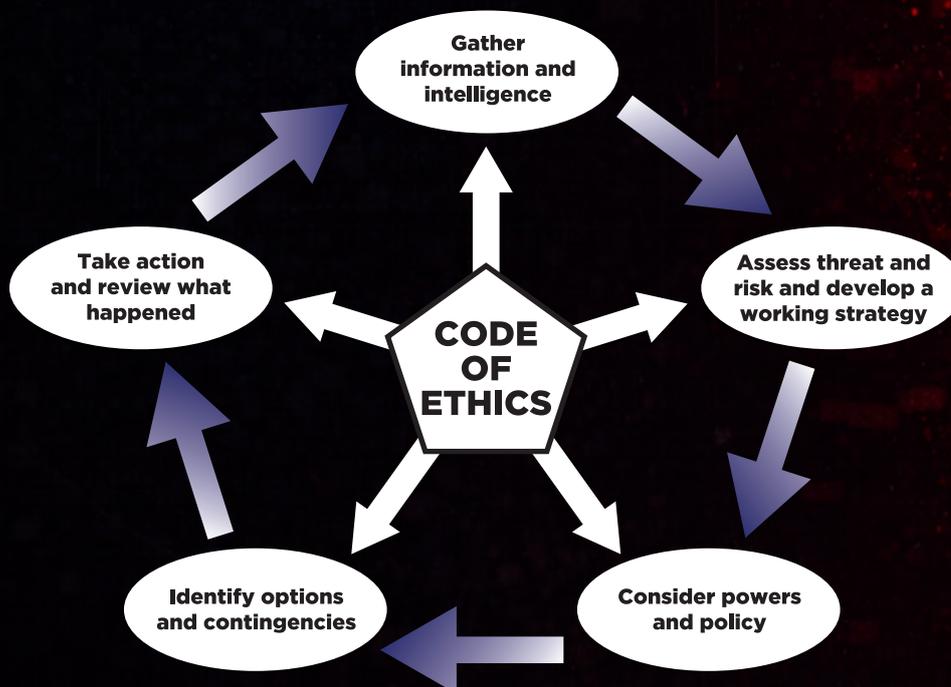
In business: adjust positioning, reframe value, reallocate resource, walk away deliberately.

#### **6. Take Action & Review**

Combat: execute, adapt, reassess.

In business: what worked? What didn't? What did we learn?

What changes next time?



Message:

***“The NDM gives you a calm, values anchored structure when the situation tries to drag you into chaos.”***

## 4. Use the Helmet Cam Footage as a Mirror, Not a Movie

### Purpose:

Make the footage a metaphor for leadership performance, not a spectacle.

### How to frame it:

Highlight moments where the team had incomplete information, conflicting priorities, or rapidly evolving situations / unexpected setbacks.

After each clip, ask:

***“What is the leadership or sales equivalent of this moment?  
How do you think a High Performing team would handle this?”***

### Draw out themes such as:

- Rapid threat escalation
- Communication under pressure
- Trust in training and process
- Maintaining situational awareness
- Avoiding tunnel vision

**This creates emotional resonance without forcing a false equivalence.**



### Battle Front Helmet Cam Footage





## 5. Translate Battlefield Leadership Behaviours into High-Performance Team Behaviours

### Purpose:

Give leaders and sales teams a behavioural model they can adopt immediately.

### Battlefield Behaviours >

Distributed decision authority

Situational awareness

Prioritisation under fire

Calm command presence

Debrief culture

### Business Crisis Behaviours

Empower teams, avoid bottlenecks

Real-time dashboards, threat intel, cross team updates

Protect crown jewel assets first

Emotional contagion works both ways

Blameless post incident reviews

## 6. Build a High-Performance Mindset

### Purpose:

Shift the audience from reactive to proactive thinking.

### Key principles:

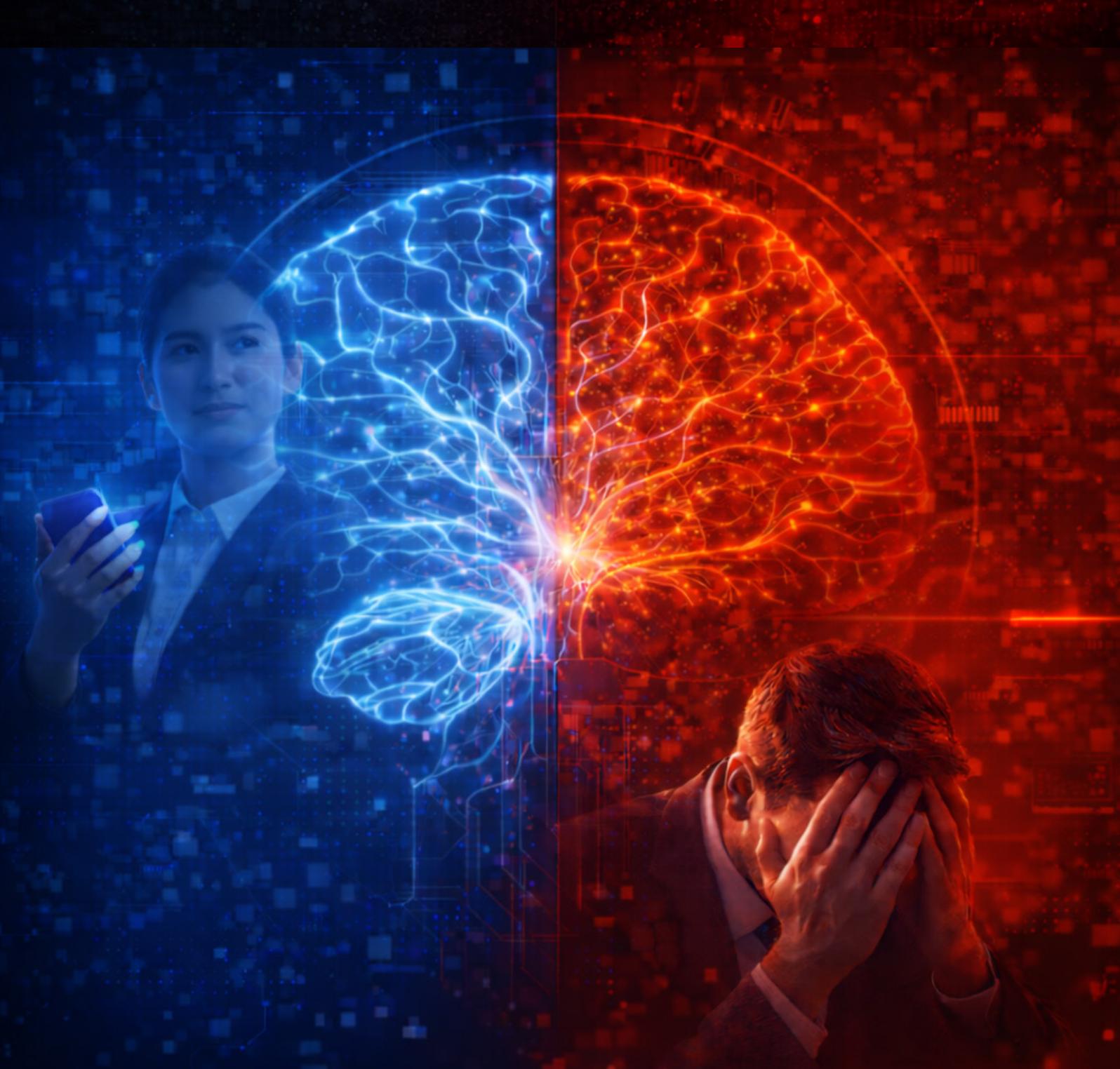
Assume pressure the way soldiers assume contact.

Train for chaos so the first time you experience it isn't the real thing.

Rehearse decision making, not just technical response.

Normalise stress - it's not a failure of professionalism; it's biology.

Use values as your compass when information is incomplete.



## 7. Close with a Transferable Tool kit

### Purpose:

Leave the audience with a practical, memorable set of tools.

### Suggested tool kit:

A 3 step self regulation drill for the first 60 seconds of a crisis.

A NDM based decision card (values > info > risk > options > action).

A battlefield inspired communication protocol (short, clear, factual).

A post incident reflection model based on military debriefs.



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Stuart graduated from the University of Oxford and attended the Royal Military Academy Sandhurst where he was commissioned as an Infantry Officer.

During a thirty-year career he worked within the military and intelligence sectors delivering operational outcomes in senior leadership roles.

As a soldier, Stuart has commanded soldiers on operations across the world. Operational service during The Gulf War and in Afghanistan developed his leadership and experience in delivering outcomes in high-intensity environments. As a trained mentor, he frequently worked overseas where he led teams that mentored and deployed alongside allied partners on operations. Within the intelligence community Stuart worked primarily within the covert operations arena where he has planned and commanded high-risk covert missions across the globe.

Having retired from public service Stuart now works as a director of a logistics company where he is responsible for all operational activities. He is also the founder and Director of Dark Blue Consultancy Limited which specialises in providing leadership training to senior managers working in the intelligence and security sectors.



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