

The bio below may be used for your marketing purposes.

Please do not use it as Craig's introduction. The intro will be sent to you closer to the Keynote date.

DR CRAIG HARRISON BIO

Dr Craig Harrison is the founder of Athlete Development Project. He is a coach, researcher, teacher, podcaster, creative thinker, and leader.



With a PhD in applied sports science and over 20 years working with young people to enhance their all-round game, Craig is recognised globally as one of the leading names in athlete development. He coaches a group of young athletes, delivers classes and workshops to sport parents and coaches, and supervises several postgraduate students at AUT University.

Craig's mission is to demonstrate and educate on the exceptional power of a unified approach to development, where we all work collaboratively to raise creative, confident, and competent young athletes who go on to reach their best.

He hosts the popular podcast, *The Athlete Development Show*. With over 120 episodes and counting, Craig uncovers the latest knowledge and ideas from across the globe in search of developmentally appropriate environments to unlock and develop sporting talent and to keep more young people in the game.

With a broad range of experiences and an in-depth understanding of the science, Craig draws upon real-life stories and research to inspire and challenge people to think. He speaks on a diverse range of subject matter from using biological growth to optimise performance without sacrificing health and happiness, to what parents and coaches should focus on to offer the best support.

Dr Craig Harrison is no ordinary speaker. His special gift is his ability to quickly connect with an audience, build their trust, and make complex topics meaningful and easy to understand. People leave his sessions entertained, informed, and inspired to make real change.