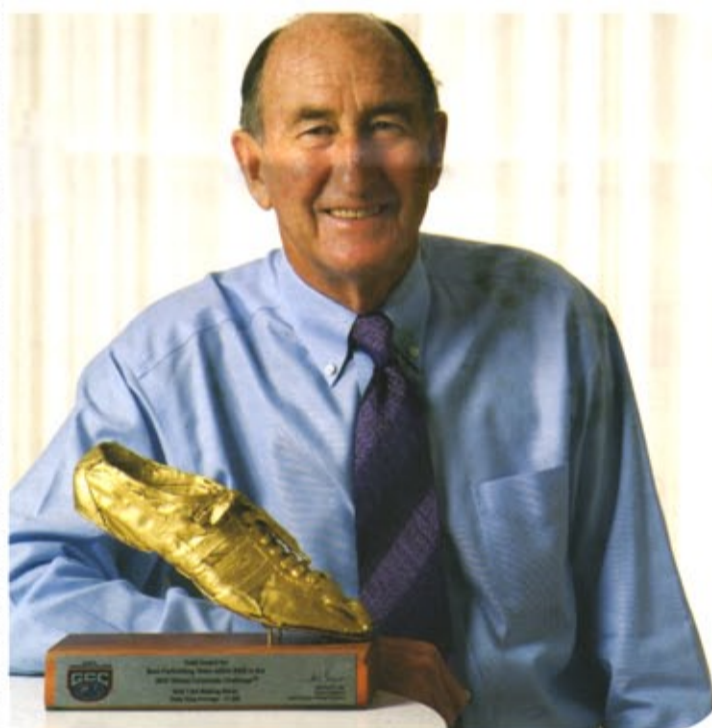


Herb Elliott tackles corporate health on a global scale

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In 1960 Herb Elliott, a young Western Australian man, made history when he smashed his own 1500 metre world record at the Rome Olympics and became the fastest miler in history.

Retiring from athletics at only 22, Elliott made a successful transition from sport to business in a career that included working with global sports brand Puma and the Australian Olympic Committee. Almost fifty years later, Elliott's commitment to excellence continues as he embarks on his latest challenge to get the corporate world moving.

Herb Elliott burst onto the international athletic scene in 1958, setting new world records for running the 1500 metre and the mile event. At the Rome Olympic Games he ensured his place as an Australian hero by winning the gold medal in the 1500 metres and breaking his own world record, confirming his place as the fastest miler in history.

For the young Elliott, it was a gruelling training campaign that gave him the mental and physical toughness he needed to become the best miler in the world. With coach Percy Cerutti encouraging him through exhaustion and pain barriers, Elliott soon realised he could endure intense physical hardship in order to win races.

Elliott recalls a specific occasion where he gained the better of his opponents by training, despite extremely windy conditions. While many of his competitors chose to wait until the weather improved to train, Elliott made the decision to not only train, but to run against the wind.

"It's the process of striving that makes us grow – not necessarily the result," explains Herb. "I was prepared to run against the wind as I knew it would make me stronger than running with it."

After retiring from athletics, Elliott worked with a number of high profile companies before heading up sportswear giant Puma Australia (1986-1995) and later Puma North America (1995-1997). Elliott began his new career with Puma facing tough competition from sportswear leaders Adidas and Nike.

He openly admits that his initial transition to the corporate world was challenging.



Herb Elliott's top 3 tips for a successful life

1. Don't be afraid to run against the wind – you're more likely to achieve your goals if you do.
2. Register for the GCC 08 – it will make an amazing difference to your health and wellbeing.
3. Welcome adversity with open arms – every difficult situation is a growth opportunity.



In 1997 Elliott was appointed Director, Athlete and Corporate Relations with the Australian Olympic Committee. In this role he developed a series of motivational seminars called Winning Attitudes that helped young Australian athletes understand the attitudes a champion must take to all aspects of winning, including disappointment, nervousness and performance anxiety.

Despite turning 70 in February, Elliott still exudes the same intense drive and energy that propelled him to athletic greatness 50 years ago. And while he is enjoying his recent move to the spectacular coastal town of Byron Bay in Northern NSW, he certainly has no intention of slowing down.

He is currently Chair of Fortescue Metals Group Ltd, Telstra Foundation Ltd and a new Australian corporate health initiative, the Global Corporate Challenge (GCC). In his role as Chairman of GCC, the famous Elliott drive is now being channelled into tackling corporate health on a global scale.

"An Australian innovation and world-first, the GCC is a corporate health and wellbeing initiative developed specifically for the workplace," says Elliott. "The event was created to address the emerging health crisis resulting from the triple threat of longer workdays, sedentary occupations and little or no exercise."

GCC participants record their daily walking activity from their pedometer and every step moves them further along a virtual walk around the world. With a daily target of 10,000 steps, a participants and their team have a great time whilst maintaining the long-term commitment and motivation needed to bring about positive, habitual change.

"We've had many inspiring success stories from past GCC participants and the event just continues to grow," says Elliott. "We believe it is now the largest corporate health event in the world and this year, we're aiming for 70,000 people to take part around the world," he said.

Elliott hopes his new role as GCC Chairman will help encourage people around the world to literally start taking the steps needed to improve their physical and mental wellbeing.

There is no doubt that Herb Elliott is an Australian sporting hero. Add to that his personal and professional achievements since retiring as an athlete, and you have to admit that there is a lot to be said for running against the wind.

GCC 08 registrations close 5 May 2008. Visit gcccvent.com or call 03 9536 8181 for more information. Register early to avoid disappointment.

