



Annasley's delivers her framework built from lived experience to industry leaders, teams, students and graduates. This framework is about building human capacity over contingencies. An operational system required for individuals and teams to thrive in high-stakes environments. Her knowledge has been built on ten years of immersive experience in environments where human potential is tested to the absolute limit. Being the ninth solo, unsupported and independent woman ever to successfully complete a 3000 mile row across Atlantic Ocean, she stands as a living testament to systemic execution under pressure in volatile/ extreme environments and conditions. This challenge, alongside her background as a professional cyclist is a profile of mastering relentless discipline of marginal gain and illustrating her deep understanding of human performance. She now has a focus on relaying her knowledge and skills to professionals and the next generation as well as pursuing more expeditions to deepen this research.

Beyond these athletic endeavours, Annasley's unconventional career path, spanning Alpine chalet management, white-water raft instructing, and four years as a deckhand on superyachts, also provides unique insights into navigating diverse environments and finding purpose outside conventional corporate structures and safety nets. Her personal battle with burnout, despite her immense physical capacity, became the ultimate laboratory. It propelled her into a personal study of human performance, somatic practices, and conscious leadership, forcing her to ask: If my courage failed, what sustains true capacity? Her answer is **The Fortitude System**. Annasley developed this proprietary framework to define the crucial 'messy middle' between the spark of courage and the end product of resilience.

She offers remarkable insights into the 20% zone. This being the chaotic, unplannable space where the mindset must shift from managing contingencies to building capacity in the unknown. Annasley shares gripping stories, practical tools, and actionable frameworks to demonstrate:

- How to put power back into the pause through **strategic solitude**.
- How to defeat overwhelming scale by building **strategic magnitude**.
- How to conquer fear by developing a **disciplined attitude** that processes emotion into action.

Annasley's message empowers audiences to push off from the safety of the land, navigate their own high-stakes thresholds, and emerge stronger.

[www.annasleypark.com](http://www.annasleypark.com)