

Mental Toughness Conference 2026

Budapest | May 13-14, 2026

Meet Our Speaker

Professor Peter Clough

AQR International

The 25 year Mental Toughness Journey: The when, the how and the why



This session will explore the development of the model from its inception to its current position in the world by the man who was there! It will briefly describe how it was initially conceived and layout the extensive development work that was undertaken. The biggest questions are perhaps why it was needed and has it met this need effectively and creatively. The session will give the audience a better understanding of the core of the 4 'C's model – basically its heart and soul, as well as highlighting the highs and lows of the development process and will illustrate the complexity, subtlety and effort needed to develop an apparently simple model. The session will provide attendees with a full understanding of the foundation of the work, enabling to better understand the past, the present and the future!

About Peter

Professor Peter Clough is an applied psychologist who was responsible for the initial conceptualisation and development of the 4 'C's model. He then worked with a range of exceptional people to bring it into its present state. He has held senior positions at a number of academic institutions including Manchester Metropolitan University, Hull University and the University of Huddersfield. He has worked closely with and for AQR for over 30 years. He initially worked as an occupational psychologist in the business world before adding sport psychology to his portfolio. The unifying force in his experience has been a focus on performance in the real world.

