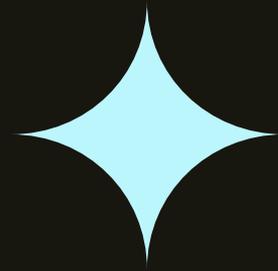


# Mental Toughness Conference 2026

Budapest | May 13-14, 2026

# Meet Our Speaker



## Doug Strycharczyk

AQR International

### Leadership and Motivation – The Award-Winning JCB Mental Toughness Program

One of the most consistent application of the mental toughness concept and the MTQPlus measure is in leadership development and top team development. This reflects the growing interest in understanding how to adapt and adjust leadership practice to meet the challenge of the 21<sup>st</sup> century. Digital transformation, the pace of change and how motivation can be enabled all conspire to keep leadership development at the top of the agenda. In addition, it is seen as the cornerstone of a systemic approach to development. This session explores how mental toughness can be a fundamental factor here. Illustrated with reference to the JCB case study where a careful application of the mental toughness concept has created an award-winning programme that has delivered exceptional results.

### About Doug

Doug is the CEO of AQR International, an organisation that has played a central role in the global acceptance of the Mental Toughness concept and the MTQ measures. He has been engaged with the concept since it was first proposed by Peter Clough and, alongside John Perry, is one of the three co-developers of both the concept and its associated measures. Doug brings a strong practitioner's perspective, focusing on where and how Mental Toughness can be applied to benefit people, teams, and organisations of all types across the globe.

