

KM Conference 2025
Industry Day
Wednesday, 25 June 2025
University of Siena, Italy
<https://iiakm.org/conference/>

Invited Talk

Enhancing Human Performance: Innovation and Knowledge Transfer from Motorsport to High-Performance Organizational Settings

Lorenzo Baldassarri

Co-founder and Method Creator at MindUP Enhancement Psychology®

<https://www.mindup.live/index.php?lang=en>

Abstract

Motorsport puts consistently drivers to the test and improves their skills in high-pressure, extremely competitive, stressful contexts. The variables that lead to actual performance on track are many and depend on the complex delicate interplay between technology and human talents that are set to be expressed through skillful use of it. This complexity has been on the rise during the last few years due to the increase of technological complexities, relevant higher technical performances and Motorsport Industry dynamics that are overall ever more structured and demanding from pressures generated by media and all of the investments made and necessary to be part of Motorsport. For all these reasons the topic of mental training has been increasingly a relevant one. Integrated methods of mental training have been developed in Motorsport, put to the test, and developed in such demanding settings. During this presentation, an innovative method of integrated mental training will be introduced, data-driven and performance-focused, consistently developed through work in Motorsport and research knowledge and applied research knowledge will be then transferred to high-performance organizational settings. It has been possible to transfer and utilize this knowledge into other high-performance fields because the method, named Enhancement Psychology® goes to the foundations of character and personality from four perspectives: cognitive, emotional, physiological (connection to the autonomous nervous system), and muscular postural. The demands of Motorsport have allowed for the creation of a method and protocols that markedly and engineering-like support high-level strategic and operational performances in different fields suitable to be utilized by all of us.

About the Speaker

Lorenzo Baldassarri is involved in professional sport starting from the years of his specialization in Psychology and Functional Psychotherapy and completing his specialization in Sport Psychology and Coaching, becoming responsible for the 'mental' area of an international sports psychology center. He has worked with athletes of the highest level: Formula 1 drivers (he personally followed Charles Leclerc for 3 years), DTM Team BMW drivers, Serie A players, sailors, freedivers, tennis players, Olympic medalists and many young people adolescents initiated into the world of professional sport. He elaborated and developed a specific protocol of integrated mental training derived from his training in Functional Psychology, which was the subject of his specialization thesis entitled "Functional Protocol for the Sports person" in which he described objectives, methodology and process to be put into practice to improve the athlete's personal resources, so as to enrich and implement his performances. This protocol is the applied method that arises from the theory of Enhancement Psychology®.

