

Jim Lawless of Taming Tigers launches a revolution in corporate training

A new initiative launched by coach and motivational speaker Jim Lawless is aiming to shake up the corporate training industry, deliver greater results for a lower training budget and make dreary training events a thing of the past.

The new company, called ZooBites, aims to replace long days out of the office, boring PowerPoint presentations and useless handouts with snappy 90 minute inspirational talks designed to ignite self confidence to take a leap forward.

This is followed by access to cutting edge video, downloadable audio for the car or the gym and crisp, focussed PDFs for those who like to have text. Zoobites works on the basis of creating the will and the desire to learn face to face and then allows skills to be accessed by delegates at their leisure.

“Using PowerPoint is a sackable offence at ZooBites!” says Jim. “Ten years in training has taught me that we must deliver a critical mix of the necessary skills and the desire and courage to take a step forward – the will. Without the will, the skills are next to valueless. Having worked in a one hour format on the conference platform for over four years I know the exciting changes that people can create through being fired up just in that format – without any additional skills being taught. It is proven. When we then lay the skills upon that desire it is electric.”

To ensure that encouragement is there to continue the changes back at the coalface, an online forum will be established– private to each company that becomes a client. Delegates can discuss the topics, share ideas, experiences and encouragement and make contact with their ZooBites tutor. Sessions will be offered in 26 specialist areas including sales, leadership and networking.

“By working on the will face-to-face, then delivering the new skills in a way that suits the learners’ style and schedule and offering them continuing on-line support, we will be able to produce far more powerful, lasting changes in our delegates. It will alter the way that training is delivered forever and dramatically reduce training spend, venue costs and travel budgets” says Lawless.

Lawless is now 'cherry-picking' a team of experienced inspirers who will be licensed to deliver the ZooBites sessions. launched in May, you can register now at www.zoobites.com to be kept up to date.

Jim Lawless is a highly sought after speaker and coach. He put his own Ten Rules for Taming Tigers to the test as a result of a client challenge. In 2004, Jim rode in his first televised race as a jockey – 12 months after the then non-riding, overweight smoker was bet £1 that his Ten Rules could not get him there. His legendary Taming Tigers talks have proved massively popular among clients like Deloitte, Microsoft, KPMG, Sun, RBS, Barclays, IBM and Marks & Spencer.

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