

# JIM

# LAWLESS



*"People resist change? Change takes time? Across the world, I find people now expect change and will deliver it fast: but only when they have the skills to do so."*

**Jim Lawless**

**International Motivational Speaker & Author  
Empowering Bold Change: Fast**

**"Spectacular and Outstanding"**  
**Gartner**

**"Over exceeded all our expectations"**  
**Siemens**

**"Captivating - Inspiring -  
Thought Provoking"**  
**Deloitte**

**"A burst of Energy"**  
**Microsoft**

**"Tailored, well-aligned, relevant,  
inspiring and powerful:"**  
**Virgin Atlantic**

**"Outstanding. You put an  
exclamation point on our meeting!"**  
**Abbott**

**"I cannot overestimate the positive  
impact he had at a time when we  
needed it most"**  
**Tesco**

**"Made them feel as though they  
could take on impossible challenges  
and be successful"**  
**Barclays**

**"Challenging -a turning point  
for our executive team."**  
**ATOS**

**"You're making an amazing  
impact on the world!"**  
**Vitality Insurance**

**"Flawless and Excellent"**  
**Lafarge Tarmac**

**"A BIG THANK YOU!"**  
**P&G**

**JIM LAWLESS IS ONE OF THE MOST  
IN DEMAND MOTIVATIONAL  
SPEAKERS IN THE WORLD,  
DELIVERING OVER 100 MAJOR  
CONFERENCE KEYNOTES EACH YEAR,  
TEACHING THE SKILL OF CHANGE.**

# ABOUT JIM

HOW TO CHANGE OUR ACTIVITIES TO DELIVER NEW OUTCOMES IS A CORE PROFESSIONAL SKILL IN THE AGE OF AI, ML, AND AGILE RESPONSE TO DIGITAL TRANSFORMATION.

OWNERSHIP, SELF AWARENESS, VULNERABILITY, ACTION IN THE FACE OF UNCERTAINTY, COLLABORATION, COURAGE AND EMOTIONAL INTELLIGENCE ARE ALL PARTS OF THIS NEW SKILL.



Jim Lawless is one of the world's leading motivational speakers and a pioneer in the fields of change and performance shift. He has inspired and empowered over half a million people on five continents.

Author of the bestselling 'Taming Tigers' (Random House), Jim has taught the skill of change in Global and Fortune 500 companies, Olympic and Paralympic teams, business schools and government for two decades.

A strong believer in walking his talk, Jim tested his approach to bold, fast change by becoming a televised jockey in just 12 months. At the outset he was 36, unfit, overweight, couldn't take time off work and couldn't even ride.

To test his ideas on managing the neuroscience and physiology of fear (and fundraise), he took the British freediving record in just 8 months. He is now the first Briton to dive deeper than 100m on a single breath of air.

Jim started his career as a City solicitor. After a decade of lawyering with the name "Lawless" he had perfected the trademark wit and humour he brings to the stage.

Over the past two decades, Jim Lawless has evolved to be one of the most in-demand motivational speakers in the world delivering over 100 major conference keynotes each year.

What differentiates him, besides having proven his highly effective methodology personally, is his immense personal 1-1 connectivity with people in audiences of all sizes. He brings passion, energy, interactivity and amusing elements to the stage creating an engagement that transforms mindsets with ease.

Working with one of the world's leading motivational speakers you can teach your people the basics of the skill of change in an exciting, liberating hour.

You can inspire and empower them to plan and commit to major, personal strategy-supporting changes in just three hours.

*"Having Jim acting on stage is transforming the audience. I have experienced twice how he is able to motivate, enthuse and move a hall full of people within minutes. Jim is THE person you need if you want to introduce creative, out of the box thinking."*

Kursten Jung, LifeCycle Leader  
Roche

# INSPIRED CLIENTS



Abbott  
Abbvie  
Academy for Chief Executives  
Adobe  
Air France  
Airbus  
Alcon  
Alliance Leicester  
Apple  
Argos  
Arup  
Astra Zeneca  
Atos  
Avoca Group  
AXA  
Babcock  
Badminton England  
Baker Tilly  
Barchester  
Barclays  
Barlow Lyde & Gilbert  
BD  
Bearing Point  
Benchmark for Business  
Best Western  
BMW  
Boehringer Ingelheim  
BP  
Brenntag  
Brent  
Bright Futures  
British Equestrian Federation  
British Gas  
British Telecom  
Brook Street

BUPA  
Cadbury  
Canada Life  
Champions  
Chase de Vere  
CIMA  
Commvault  
Crowe UK  
Dairy Farmers of Britain  
De Beers  
Deloitte  
DLA Piper  
DP World  
Duracell  
easy Jet  
EMG Motor Group  
Ernst & Young  
Experian  
FIAT  
Fidelity International  
Foodpanda  
Ford  
Gain Capital  
Gartner  
GE Money  
Genentech  
Generali  
Genesis  
Gilead  
GlaxoSmithKline  
Groupama  
Hilton  
Holmes Place  
Honda  
HP

HSBC  
Indeed  
Infoblox  
Integra Life Sciences  
Interxion  
Intrinsic  
Investec  
ITV  
John Lewis  
Johnson & Johnson  
JP Morgan  
Kellogg's  
KPMG  
Lafarge Tarmac  
Lloyds Bank  
London 2012  
London Business Forum  
Marks & Spencer  
Microsoft  
Mondelez  
Monsanto  
Morgan Stanley  
Nationwide  
NHS  
Novartis  
P&G Prestige  
Paypal  
Pearson  
Pepsico  
Pfizer  
Philips  
Proactis  
Procter & Gamble  
Regis Group  
Renault

Roche  
Royal Bank of Scotland  
Royal London  
Royal Mail  
Sainsbury's  
Sandvik  
Sanofi  
SAS  
Schwarzkopf  
Shire  
Siemens  
Skrill  
Standard Bank  
Swiss Economic Forum  
Swiss Export  
Swiss Olympic  
Tesco  
Thales Group  
The Future Leaders Trust  
The Metropolitan Police  
Thistle  
Thornycroft  
Trelleborg  
Unilever  
Virgin  
Virgin Atlantic  
Virgin Holidays  
Virgin Media Business  
Vitality  
Vodafone  
Volvo  
Warwick Business School  
Wella  
Xellia Pharmaceuticals  
Xerox

...



# ENTHUSIASM & IMPACT

*"I cannot overestimate the positive impact Jim had at a time when we needed it most."*

Andy Blackett, Senior Buying Manager, TESCO

*"Inspiring and motivating. An entertaining and powerful speech."*

Maria Sebastian, Director  
Worldwide Sales & Marketing, VIRGIN ATLANTIC

*"Jim carries all the credibility of a man who has put his money where his mouth is and personally demonstrated the power of his approach. He's made an art of boiling down the process of making change happen to some simple, easy-to-buy rules that deal with people's fears, recognise the human nature and motivates us to be courageous in penning the story of our lives. Jim makes a difference when he speaks."*

Tom Denyard, Global Strategy Director,  
Personal Care, UNILEVER

*"Jim Lawless related to our current situation – an organisation going through massive change – with wit, enthusiasm and challenge."*

Isabel Nisbet, Acting Chief Executive, OFQUAL

*"Jim's was one of the best presentations that we've ever had at one of our conferences!"*

Jill Leake, Head of Sales Development,  
ROYAL MAIL

*"So delighted that you joined our Half Year Sales Conference today. If 20% of people left committing to do something BOLD in pursuit of our goal it will make a HUGE difference to our sales performance in H2. And that will be down to YOU Taming the TIGERS and charting the path to success. Its simple. But it starts with ACTION. Which is what YOU laid out today. BRILLIANT. BRILLIANT. BRILLIANT. I hope not everyone has discovered your SECRET, because we will TAME the TIGER before they even spot it. Delighted for us. Proud of you. WOW!"*

Michele Metcalfe, Regional Chair  
Wales & West Midlands, VODAFONE

*"Jim is great at showing two things. One, ordinary people can do extraordinary things. Two, the key to delivering this is to 'act now' on the difficult but necessary tasks. He does this in an entertaining and engaging manner."*

Rob Fleming, Market Strategy & Planning Manager  
PROCTER & GAMBLE

*"We at Apple pride ourselves in thinking differently, that is why we work in partnership with Jim. Our big conference pitches and our key sales presentations have both been inspired by the Lawless touch."*

Human Resources Director, APPLE EUROPE



# DELIVERING BOLD FAST CHANGE

*"Working with Jim proved to be challenging and a turning point for our Exec team. It allowed us to step back and examine how we were operating as a team and create a team agreement around how we would step up together."*

Ursula Morgenstern, CEO, ATOS UK & Ireland

*"I have worked with Jim on stage at three high-profile Barclaycard leaders' conferences. Not only is he engaging, challenging, inspiring and very funny, but he delivers a practical, compelling model for achieving results - which he has risked his life on the racecourse to prove."*

Gary Hoffman, Group Vice Chairman, BARCLAYS

*"Being able to bring an entire national dealer network together is quite a challenge, but Jim delivered. He got them fired up with the belief, confidence and tools to exceed their targets. Great story and great tips from a great speaker."*

Jon Williams, Head of Training, FIAT UK

*"Jim really understood the brief for our meeting and delivered an inspirational session to really make the teams challenge themselves and believe they can successfully hit their targets. Jim's approach was certainly new and entertaining, and the theories aligned well to our priorities."*

Shamin Shah, Allergy Brand Manager  
GlaxoSmithKline

*"Jim made a tremendously positive and inspiring impact - exactly what was needed!"*

Nick Pounder, Associate Director Human Resources  
GILEAD

*"It exceeded my expectations in so many ways and I wanted to let you know that the unsolicited feedback from participants has been resoundingly positive. A standing ovation is not given lightly by our European Leadership Team - a true testament to the value you brought to our conference and I'm confident that we are ready as a team to both tame and unleash our inner tigers."*

Sinead Collins, HR Director  
European Cereal & Marketing, KELLOG'S

*"Jim was truly inspiring on the day. He had the audience memorised with his fantastic story telling - you could hear a pin drop. The subsequent feedback from delegates has been outstanding!"*

John Pitts, Training Manager, VOLVO

*"Our work with Jim and his team has helped us to achieve a strong integration of recent acquisitions, challenge the status quo and build a platform for further transformation with a sense of belief, a sense of energy and a sense of purpose."*

Nick Walker, SVP HR, SKRILL GROUP

*"You created a real buzz and thought provoking session for everyone."*

Steve Izquierdo, Head of HR UK & Ireland, PEPSICO



# DELIVER RESULTS

Jim Lawless will help you to deliver extraordinary results fast.

- Motivate & Empower your Audience
- Enable your People to Understand and Deliver Bold, Fast Change
- Teach your People the Skill of Change
- Achieve a Shift in Performance & Mindset
- Overcome Fear of Change & Disruption
- Disrupt your Status Quo Fast



Jim Lawless | Taming Tigers | Stuart Williams





JIM LAWLESS CAN INSPIRE YOUR PEERS AND COLLEAGUES  
TO TAKE THE ASTUTE RISKS NECESSARY TO INCREASE PERFORMANCE AND EMBED CHANGE  
THROUGHOUT YOUR ORGANISATION.

Find Out More!

Visit: [www.jimlawless.com](http://www.jimlawless.com)

Call: +44 (0) 3300 272320

Email: [maria@jimlawless.com](mailto:maria@jimlawless.com)

Watch: [Jim Lawless on YouTube](#)

Read: [More about Taming Tigers](#)

Connect with Jim:

