



**One of the Most Popular Inspirational Speakers  
Expert on Business Change**

Jim Lawless is the only authority on business change and personal development to have put his life on the line to prove his approach. He indeed is one of the most popular inspirational speakers in Europe today. Jim Lawless is a leading authority on AQ: learning new AdaptAbility skills to deliver bold, fast change. He also works with senior leaders to build cultures in which others can grow their AQ to deliver the plan - and for life!

He qualified as a solicitor in 1994, working in the City and in a major IT company before founding Taming Tigers (then called "Optimise") in 1999. He is founder and CEO of Taming Tigers, which works with a wide variety of blue chip clients to establish - and achieve - bold and aligned goals throughout the organisation, high performing teams and long term change in culture, mindset and performance. In 2003, in response to an audience challenge, he proved his Ten Rules for Taming Tigers by becoming a jockey in 12 months. At the outset he was 3 stone (20kg) too heavy and could not ride a horse. In August 2010 he became Britain's Deepest Freediver, the first Briton to dive below the magic 100m barrier on a single breath of air, to test new Taming Tigers theories around mental toughness. Currently studying Neuroscience at King's College London, Jim holds a Bachelor of Laws degree.

He was elected a fellow of the Royal Society for the Arts in recognition of his business writing and is the author of the bestselling book 'Taming Tigers'.

Jim has contributed to bold, fast change in global organisations, government, Olympic teams and business schools for two decades. He has inspired and educated over half a million people on five continents through his mindsetshifting keynotes and more through his bestselling book, Taming Tigers.

**Topics (Selection):**

- Inspiration and Motivation
- Inspirational Leadership in Tough Times
- Personal Leadership and Accountability
- Teamwork and Change

**Publications (Selection):**

- Taming Tigers: Do things you never thought you could, 2012