JIM LAWLESS



One of the Most Popular Inspirational Speakers
Expert on Business Change

Jim Lawless is an expert on organisational change, high performance and the ability to act decisively under uncertainty. Once the enterprise strategy is clear, Jim rolls up his sleeves with the CEO and exec to architect and deliver the Second Strategy: the route to mobilising tens of thousands of employees globally to turn that slide deck into action at scale.

Jim's credo is that performance and change are extremely emotionally testing for the individual and for those who would lead them, with discipline, through uncertainty to bold new ambitions. They are not academic pursuits or cascaded strategy decks. He tests his frameworks at the extreme edge. He became the deepest freediver in British history in just eight months with a dive to 101 metres on a single breath; he moved from non-rider to televised jockey in twelve months. Both were deliberate applications of the DARE Loop methodology. Both ran alongside his day job and his most important role, fatherhood. Both give him extreme credibility onstage.

As a speaker, Jim leaves behind a precise, practical and simple map that audiences use to navigate uncertainty, swapping ownership and action for hesitation and escalation, for many years after the event. As an architect of strategy implementation, he walks beside clients to create tangible success stories, together. His client list includes Apple, Microsoft, Diageo, Bayer, BAE Systems, Novartis and VW Group. He has delivered DARE Loop and Second Strategy keynotes to well over a million people across five continents and is ranked among the world's leading business speakers by Global Gurus.

Jim worked as a City of London commercial solicitor before moving into high-performance and change. He is the author of the global bestseller Taming Tigers and was elected a Fellow of the UK's Royal Society for the Arts in recognition of his business writing.

Topics (Selection):

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

Publications (Selection):

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