



**Bestselling Author
High Performance Expert**

James Kerr is the bestselling author of "Legacy". He advises leading companies and their boardrooms on brand development, identity, advertising, internal communications and change-orientated corporate culture. James has advised US and UK Special Forces, Formula 1 teams, America's Cup crews, Premier League football managers, Olympic Performance Directors - as well as many corporations from Google to PayPal, Vodafone to Dyson, HSBC to Roche, Red Bull to Unilever, Shell to Boeing.

Kerr argues that all winning teams share the same high performance principles; a relentless focus on excellence, a collective commitment to an 'uncommon cause', a high degree of autonomy, trust and individual initiative, clear, candid and compelling communication, an emphasis on individual accountability, integrity and genuine humility, underpinned by a climate in which 'leaders create leaders'.

Kerr reveals the simple secrets of success that drive the best teams to extraordinary results - and what these teams can teach us about leading a business, a team, even a life. He helps organisations 'lift their game': galvanising and inspiring their teams, reconnecting them to common purpose, connecting and de-siloing their businesses, developing leadership at every level, attracting and retain top talent, and enhancing contribution, accountability and engagement.

As well as small, elite teams, Kerr addresses the specific challenges faced by larger, more diverse organisations today: including the impact that female leaders can have in previously male dominated environments, the challenges of engaging millennials, the shift from a transactional towards a transformative leadership style, personal leadership, ethics and integrity, marginal gains and incremental improvement, values and vision-setting, and resilience in adversity.

Topics (Selection):

- Legacy: What The All Blacks Can Teach Us About The Business Of Life
- Beyond Adversity - building resilience in a volatile environment
- Reboot - creating real connection in a socially distanced world
- VUCA - creating an agile response to a changing world
- Resilience
- High Performance

Publications (Selection):

- Legacy: What The All Blacks Can Teach Us About The Business Of Life, 2013