



# Jim Lawless

Acknowledged Expert on Change and Team Motivation



## CSA CELEBRITY SPEAKERS

Jim Lawless is one of the most inspirational and highly sought-after business speakers in Europe. He is the only authority on change and personal development to have put his life on the line to prove his theories. In 2010 Jim broke the British No Limits freediving record and became the deepest British freediver in history and the first to break the magic 100m barrier on a single breath of air. He put his life on the line to go from 36 year old, 12 stone, smoking, drinking, (and non-riding) business consultant to a 9 stone jockey competing in his first televised race in just 12 months to prove the power of the 'Ten Rules for Taming Tigers'.

**"Jim's enthusiasm, humour and vigour exactly complemented the mood of our event." Martin Allison, The Royal Bank of Scotland**

### In detail

Jim has been profiled by the BBC and RTE, appeared in the Daily Telegraph and the Racing Post and writes widely with recent articles appearing in Finance Week, Human Capital Managements and Personnel Today. He has also recently launched the revolutionary training company, ZooBites. Jim studied the relationship between communication and leadership and with his unusual combination of experiences led to his very successful business training company being formed.

### What he offers you

Jim's entertaining and practical speeches and workshops give his audiences a new set of possibilities and responsibilities, change their ideas about what they can achieve and send them out excited about making a difference. He will inspire peak performance - at work or at home and he brings a fresh approach to personal and business communications.

### How he presents

Audiences love his business empathy (having been CEO of international change consultants, Optimise, and previously international legal counsel at computer giants ICL (now Fujitsu)), his huge energy and humour, the practical tools that he leaves behind for them to use immediately and his tales of mistakes made and painful lessons learned at racetracks.

### Topics

Taming Tigers -Inspirational/Motivational Keynote  
Building Winning Teams  
Taking the Leap into Leadership - Taming the Leadership Tiger  
Leading Change  
Engaging the Organisation  
Leadership Communication  
No Limits; a Breath of Fresh Air

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.



[watch video](#)

### Publications

#### 2008

Taming Tigers

#### 2006

The Ten Rules for Taming Tigers

The Year of the Racehorse