Jim Lawless

Expert on Change and Team Motivation

"Global Authority on Courage, Execution & Leading Change Under Pressure"

Jim Lawless is a record breaking freediver and has been voted Global Top 10 keynote speaker and ranked #1 motivational speaker outside the US in the Global Gurus rankings. He works behind the scenes with CEOs and executive teams when strategy must translate into action at scale, when people across an organisation need the courage to take bold decisions in conditions of low certainty and high consequence.

TOPICS:

- Courageous Leadership in Uncertainty
- Turning Ambition into Execution
- Leading Transformation and Cultural Change
- Decision-Making under Pressure
- Building High-Performance Mindsets at Scale

LANGUAGES:

He presents in English.

PUBLICATIONS:

Fort	hcomingThe DARE LoopDARE: to Lead
2012	Taming Tigers - Do Things You Never Thought You Could
2008	Taming Tigers
2006	The Ten Rules for Taming Tigers

IN DETAIL:

A deeply trusted architect of transformation and culture, Jim advises senior leaders across global organisations and elite performance environments, including Apple, P&G, Qualtrics, Novartis, BAE Systems, Diageo, the Swiss Olympic Team, the Swiss Ski Team, private-equity-backed growth businesses, and elite professional athletes. His ground-breaking transformation work with Benedetto Conversano, CIO of Diageo plc, turning a legacy global IT function into a high-performing, data-led, AI-enabled organisation. In 2008, Jim was elected a Fellow of the Royal Society for the Arts in recognition of his business writing.

WHAT HE OFFERS YOU:

Jim believes a keynote must be the starting point of sustained change, not a one-off moment of inspiration. His sessions deliver immediately accessible, powerfully practical mental tools that leaders and teams can apply straight away.

HOW HE PRESENTS:

Jim connects effortlessly with people at every level of an organisation, making complex change feel personal, achievable, and urgent. Audiences describe Jim's keynotes as highly energising and emotionally engaging, combining honesty and humanity with deep relatability.