**Jim Lawless**

Jim Lawless is one of the most popular inspirational speakers in Europe today and the only authority on business change and personal development to have put his life on the line to prove his approach.

In August 2010, to test new Taming Tigers theories around mental toughness, he became Britain’s Deepest Freediver, the first Briton to dive below the magic 100m barrier on a single breath of air.

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.

Jim 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.

Jim was elected a fellow of the Royal Society for the Arts in 2008 in recognition of his business writing and is the author of the book ‘Taming Tigers’ (Virgin/Random House). 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.

**Jim Lawless’ Keynote Presentations**

You are in highly experienced hands when you book Jim Lawless. Jim is one of the most inspiring and sought after business speakers in Europe. He consistently delivers inspiring, challenging and hugely entertaining keynote presentations.

Audiences engage with his business experience and insight and the fact that he has personally and successfully tested his theories in business and in high-risk sporting achievements.

Leaders and event organisers are delighted by his attention to detail in hitting the brief, the energy and sparkle he brings to any event, the feedback that they receive from delegates, the practical advice he leaves behind and longevity of the attitude shift that he creates.

Jim delivers keynote presentations to improve:

Inspiration and Motivation;

Inspirational Leadership in Tough Times

Personal Leadership and Accountability;

Teamwork and Change.

**CLIENT RECOMMENDATIONS**

“Jim, your brief was to enlighten, inspire and entertain our sales forces and I am delighted that you achieved all of these in equal measure. I was particularly impressed by the way you took the time to understand our business, spend time with our people and ensure your session both supported and reinforced the other key messages from the day. Thank you!”

**Graham Storrie**

**Managing Director**

**RBS/NatWest Bancassurance**

“I wanted to thank you again for your efforts at our European Sales Kick Off. Your presentation hit the mark and everyone I spoke to said how much they enjoyed it.

The conversations about Tigers took on a life of their own for the rest of the day and as the evening progressed in the bar about 15 sales guys became expert Chair Jockeys much to the horror of the bar staff but as you can imaging by then there was no stopping any of them. It brings a whole new meaning to the tiger rule “do something scary every day!”

**Fiona Moon**

**Marketing Director, EMEA and ANZ**

**COMMVAULT**

“Jim spoke at our annual partner event in 2006. I was truly impressed with Jim’s impact and style. His speech was motivational and inspirational in many ways. Our partners and employees commended us for having Jim share his thoughts and experience in our event.”

**Ali Faramawy**

**Area Vice President, Microsoft Middle East & Africa,**

**Vice President, Microsoft International**

“Jim, We fraud managers have a responsibility (to society) to do our work well, and having the right attitude and approach works wonders.  Your talk really will help the youngsters to become courageous leaders.”

**Ron Warmington**

**Director, Fraud Management and Security**

**GE Money Europe, Middle East & Africa**

“Jim was a huge success at our recent conference for senior relationship directors. Not an easy lot to please but with a massive 95% “excellent” rating his session was described as “insightful, thought provoking and really great fun”.

Taming Tigers has a real relevance to us all as we strive to ever improve, to manage change and to tackle issues where perhaps avoidance would be easier. Not only are the theories relevant and logical but proven by Jim’s life experience. A great session!”

**Steve Woolridge**

**Area Director, Lloyds TSB Commercial**

“In a very animated, motivating und funny way, Jim gave us many useful ideas how to tame "our" tigers...gladly for us not in the form of race horses.”

**His Serene Highness Prince Max von und zu Liechtenstein, CEO, LGT Group**

“Inspirational, highly motivating and informative. Your sense of fun is infectious and left everyone with the feeling that anything is possible!”

**Dr Terry Tucker**

**Director of Learning, Development & Hospitality  
Barchester Healthcare**

“Working with Jim and being in Jim's seminars are an inspiration and great fun. You can actually watch people grow into themselves.”

**Neil Mullarkey**

**Co-Founder The Comedy Store Players and**

**L. Vaughan Spencer’s alter-ego**

“After hearing Jim's speech and learning more about "Taming Tigers" on his website, I was truly inspired and started immediately to incorporate the principles learned on how to approach my work, family, and social activities.  After 12 months, I have to say that it has changed my life.

I have done things I wouldn't have otherwise and most importantly accomplished things that I thought were well beyond my abilities.  Everyone should hear Jim’s story and "Taming Tigers" principles. He delivers them in such a fun way!”

**Jack Bush**

**Director, Global Pharmaceutical Marketing Intelligence**

**ALCON Laboratories INC**

“If you want motivation combined with great entertainment value you are on a winner with Jim Lawless. He is an odds on favourite to not only leave you inspired but also chuckling with laughter.”

**Geoff Loader**

**Director of Communications**

**Southern Water**

“Thank you very much indeed for a truly outstanding and unique performance at our Leaders Forum meeting on June 6th.

It was without doubt a rich learning opportunity for everyone and your unique approach to overcoming our own "personal demons" was truly magical and will live for a very long time in our memories, but even more importantly, it will be incorporated into our individual approach to overcoming our fears and shortcomings.

Heartiest congratulations on a truly great performance, and I will not hesitate to recommend you to other ACE Chairman.”

**Joe D Adams**

**Chairman for Group 11 & Leaders Forum 6, Founder and Managing Director of Adams & Associates (UK) Ltd**

**The Academy for Chief Executives**

“We have worked with Jim for many years with varied clients, audiences and objectives. Without exception every client has been delighted and we trust him implicitly as a business partner who is always flexible and adds value to our proposition.

He understands business, has been there and this together with solid messages, excellent delivery and racing adventures has made him a favourite of our clients and our internal team.”

**Tim Waygood**

**CEO**

**MotivAction Group plc**

“Jim Lawless related *Taming Tigers* to our current situation – an organisation going through massive change – with wit, enthusiasm and challenge.”

**Isabel Nisbet**

**Acting Chief Executive, Ofqual**

“Jim is not only a brilliant motivational presenter but he also stimulates purposeful  and reflective contributions from team members in follow up activities. Simply outstanding!”

**Dave Muller**

**CEO Suffolk New College**

“Organising an event with Jim is a little like riding in the Grand National. He approaches the entire process with dedication and professionalism, takes all of the fences in his stride and completes the process taking the cheers and applause of the crowd!” 

**David Jones**

**Creative Director, CCL-Live**

“Truly inspirational and more importantly 100% effective.”

**Phil Boyle**

**General Manager**

**BT Major Business**

“Jim is great at showing two things. One, ordinary people can do extraordinary things. Two, the key to delivering this is to ‘act now’ on the difficult but necessary tasks. He does this in an entertaining and engaging manner.”

**Rob Fleming**

**Market Strategy and Planning Manager**

**Global FMCG Company**

“A fantastic force, full of high energy, dramatic details of his life’s journey…inspirational and human all at once.”

**Miriam Byrne**

**Director**

**City Analysts Ltd**

“Jim, it was very good to meet you last week and as I said on the day I thought your talk was excellent and exactly what was needed to kick off the day.

The business transformation work (a revolution in the way things are done around here) that I am leading requires ambition, tenacity and considerable risk taking - the more I look at your 10 rules the more I understand how they articulate exactly what my team and I need to make this programme a success!”

**Stephen McCormick**

**Programme Director, Shared Services**

**Central UK Government Department**

“I have worked with Jim on stage at three high-profile Barclaycard leaders' conferences. Not only is he engaging, challenging, inspiring and very funny but he delivers a practical, compelling model for achieving results - which he has risked his life on the racecourse to prove.”

**Gary Hoffman**

**Group Vice Chairman**

**Barclays Bank**

“From taming tigers through to learning to become a jockey, Jim Lawless provides a masterclass in taking control and accepting personal responsibility in the management of change.

A high energy and engaging presentational style makes his message accessible for all, promoting engagement in organisational change, individual and collective reflection and

personal growth.”

**Paul Snell**

**Chief Inspector**

**Commission for Social Care Inspection**

“Jim’s dynamic and engaging delivery really hit the spot and created a buzz in the team. Sometimes it's easy to 'talk the talk' but Jim is different in that he 'walks the walk' and the way he spoke so eloquently of his experiences in becoming a jockey was inspiring.  It's always good to hear it from the horses mouth so to speak !” 

**Jayne Stokes   
Head Of Learning & Development,**

**Santander**

“This was a very important event for my department. Your challenging and inspiring presentation and professional (but hilarious) hosting made the day for us. One of the delegates went straight back and ran a "Taming Tigers" training session for his own team! No racehorses were involved, thank heavens.”

**Ian Dyson**

**Finance Director**

**Marks and Spencer plc**

“Jim was a very bright, enthusiastic speaker who brought a very relevant presentation to life through his experiences in becoming a jockey. He also managed to connect his 10 Rules for Taming Tigers to the audience through what they may wish to achieve both professionally and personally and he gave them a very simple toolkit for doing that.”

**Geoff Dyson**

**IT Development Team Manager**

**Yorkshire Water Services Limited.**

“Jim was an entertaining and motivating speaker who reached out and touched his audience on both a personal and business level.

 His key themes of leadership, change and teamwork were delivered in a powerful yet fun way, but most importantly he gave our customers the tools to go back to their businesses and make a difference immediately.”

*“Everything great looks impossible first - you just have to tame some tigers!”*

**Frank van de Ven**

**Vice President EMEA**

**Life Fitness (SSC) BV**

“A true professional, great eye to detail, captures the mood of any event.”

**Bob Wilson OBE**

**Scotland and Arsenal Footballing Legend   
Co-founder of the Willow Foundation**

“We were looking for something to motivate and energise our salesforce in this challenging environment, and we had high expectations of Taming Tigers.

The results were fantastic, 75% of the audience rating the session as Outstanding and 24% rating it as Excellent.

These are the best scores we have ever seen either for an external or an internal speaker. The benefits are already visible just weeks after the conference.”

**Nick Frazer**

**General Manager Business Marketing, Business Information,**

**Experian Group**

“After twenty years in sales I thought there was nothing I could be taught. I was 100% wrong, I learnt a lot.”

**Phil Walker**

**Business Leader**

**BT**

“Taming Tigers is a powerful, compelling message - delivered with warmth and humour.”

**Robert Tickell**

**Sales Manager   
IBM**

“Our creativity is our reputation. We pride ourselves on being at the forefront and it is cutting-edge techniques like those that you brought to us that help keep us there.”

**Julia Newton**

**Co-founder**

**Shine Communications**

“Jim was inspiring and refreshingly different. The room became alive and the audience energised. ”

**David Birrell**

**Marketing Manager**

**J&J Haslett Ltd**

“Many, many thanks for your input on Thursday night. It was just the right balance of fun and the messages that we had been putting over throughout the day. I am sure that we will be able to arrange a return visit. You will be pleased to know that there is some scary stuff being done here today so you have had a big impact!”

**Andrew Cooksey**

**Chief Executive**

**Dairy Farmers of Great Britain**

“Jim's session was very thought provoking, empowering and entertaining.  It was refreshing to hear from a motivational speaker that had actually practiced what they preached.   I highly recommend him.”

**Mike Green**

**Deputy Group Finance Director**

**ITV PLC**

“Your talk/presentation/performance was a highlight of our Legal Conference. The delegates were captivated by the story you had to tell - and it's not easy to capture the imagination of a group of hard-bitten (well, some of them!) in-house lawyers. And we organisers were impressed with the way that you adapted what you had to say, and how you said it, to this particular group.

...you went out of your way to find out about the delegates, the event and the company, to ensure that you made as many connections as possible with the 'audience'. The fact that you yourself had been a lawyer added an additional layer of credibility - you were able to talk as a peer. I have no hesitation in recommending you for any similar event.”

**Ian Storey – Legal Counsel, Global Pharmaceutical Company**

“Jim managed to enthuse our entire audience and managed to achieve the fine balance between driving home some very important business messages laced with an appropriate amount of humour.  He is also great value for money.”

**Paul Moulds**

**Operations Director**

**Global IT Services Provider**