



## Jim Lawless

Discover how Jim Lawless, an acclaimed motivational speaker, has mastered the art of the impossible. From becoming a record-breaking freediver to a televised jockey, Jim inspires transformation in personal and professional life.

### KEY TOPICS

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- TAMING TIGERS: How to do things you never thought you could
- INSPIRE! How to lead others to transformation and high performance

### BIOGRAPHY

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## Jim Lawless: An Emblem of Personal Transformation and Professional Triumph

Jim Lawless stands as a paragon of breaking the limits, embodying the essence of true transformation and resilience. His unique story is not just about personal achievements but also how these feats translate into powerful, motivational insights for professionals across the globe. Jim's journey began in the competitive corridors of London's legal scene. With a robust academic background in law, he initially served as a commercial solicitor. His legal career, marked by precision and analytical skills, laid the groundwork for his understanding of complex organisational structures. This phase of his career, though rooted in law, was the stepping stone towards a broader exploration of human potential.

### From Solicitor to Inspirational Speaker

The turning point in Jim's life came unexpectedly when he decided to challenge himself beyond the courtroom. Within a single year, Jim transformed his physical and mental boundaries by becoming a televised jockey, shedding 25% of his body weight to qualify for the race. This dramatic transformation was not just about physical loss but about gaining a deep, experiential understanding of human limits and how to transcend them. Continuing on his trajectory of self-imposed challenges, Jim soon claimed the title of the deepest freediver in British history. His remarkable dive beyond 100 metres on a single breath not only set records but also proved his frameworks, Taming Tigers and INSPIRE! , to be effective tools for achieving seemingly impossible goals.

## Applying Extreme Achievements to Everyday Success

What makes Jim's achievements truly influential is his ability to parallel these personal challenges with professional success. Maintaining his day job while pursuing extreme sports, Jim exemplifies that extraordinary goals are achievable alongside regular professional responsibilities. This balance demonstrates to corporate leaders and teams that with the right mindset, achieving peak performance is possible in all facets of life.

## An International Voice in Motivational Speaking

As an international speaker, Jim's energy, humour, and engaging presence captivate audiences worldwide. His speeches are not only about personal stories but also about instilling a new vocabulary of success and transformation in corporate environments. Jim's impact is evident as he leaves behind a legacy of motivated teams and transformed corporate cultures. Beyond the stage, Jim serves as the CEO of [Symmetry.inc.](#), where he coaches senior leaders and Olympic teams. His client list includes prestigious names like Microsoft, Diageo, Novartis, and P&G. His approach brings forth change, speed, and high performance, making him a revered figure in corporate coaching.

## A Diverse Life Beyond the Podium

Jim is not only a speaker and a coach but also a father, triathlete, helicopter pilot, and classical pianist. His diverse interests and continuous pursuit of new challenges make him a lifelong learner and an inspiring figure in every aspect of life.

## Book Jim Lawless to Speak at Your Next Event!

Jim Lawless's journey teaches us that the limits are often where we set them. To book Jim for your next (corporate) event and witness the transformation in action, visit our [contact page](#).

## WHAT PEOPLE SAY

*"Having Jim acting on stage is transforming the audience. I have experienced twice how he is able to motivate, enthuse and move a hall full of people within minutes. Jim is THE person you need if you want to introduce creative, out of the box thinking."*

— Kursten Jung, LifeCycle Leader, ROCHE

*"It exceeded my expectations in so many ways and I wanted to let you know that the unsolicited feedback from participants has been resoundingly positive. A standing ovation is not given lightly by our European Leadership Team - a true testament to the value you brought to our conference and I'm confident that we are ready as a team to both tame and unleash our inner tigers."*

— Sinead Collins, HR Director European Cereal & Marketing, KELLOG'S

*"Jim was truly inspiring on the day. He had the audience memorised with his fantastic story telling - you could hear a pin drop. The subsequent feedback from delegates has been outstanding!"*

— John Pitts, Training Manager, VOLVO