

Jim Lawless

Jim Lawless is a globally recognised expert on strategy execution, leadership and high performance. Through his acclaimed DARE Loop framework and Second Strategy methodology, he helps organisations create the courage, accountability and decision-making capability needed to deliver ambitious transformation at scale.

KEY TOPICS

- **The DARE Loop: Turning Strategy into Action** – How to build the courage, accountability and mindset needed to deliver ambitious goals.
- **The Second Strategy: Making Transformation Stick** – Why strategy alone isn't enough, and how leadership behaviours drive lasting change.
- **Leading High-Performance Teams** – Practical strategies for building resilient, accountable teams that thrive under pressure.
- **Building High-Performing Executive Teams** – Creating alignment, trust and decisive leadership at the top of the organisation.
- **Creating Leadership Cultures of Accountability** – Empowering leaders to inspire ownership, confidence and faster execution.
- **Beyond the Comfort Zone** – Unlocking the mindset that enables individuals and organisations to embrace change and achieve extraordinary results.

BIOGRAPHY

Introduction

Jim Lawless is one of the world's leading experts on strategy execution, leadership and high performance. Working alongside CEOs and executive teams, he helps organisations build the leadership behaviours, organisational courage and decision velocity required to turn ambitious strategies into measurable results. Through his acclaimed DARE Loop framework and Second Strategy methodology, Jim enables leaders and employees to embrace uncertainty, take ownership and accelerate transformation across every level of an organisation.

Professional Background & Credentials

Jim began his career as a commercial solicitor in the City of London before moving into the field of leadership development, organisational transformation and high performance. Today, he partners with global organisations to help leaders create the conditions where people can confidently make decisions, adapt quickly and execute strategy with speed and consistency. His client portfolio includes some of the world's most recognised organisations, including Apple, Microsoft, Diageo, Bayer, BAE Systems, Novartis and Volkswagen Group, where

he has worked with executive teams to strengthen leadership effectiveness and accelerate strategic change. Rather than treating transformation as an academic exercise, Jim believes that successful execution depends on understanding the emotional realities of change. His methodologies focus on helping individuals and organisations navigate uncertainty with confidence, replacing hesitation with ownership and courageous action. Jim is also known for testing his own frameworks through extraordinary personal challenges. Applying the principles of the DARE Loop, he became the deepest freediver in British history in just eight months, diving to 101 metres on a single breath, and transformed from complete novice to televised jockey within a year. These achievements demonstrate the same mindset, discipline and practical methods he teaches organisations seeking lasting behavioural change.

Speaking Style & Audience Value

Jim delivers high-energy, engaging keynotes that combine compelling storytelling with practical frameworks audiences can immediately apply. His presentations challenge limiting beliefs while equipping leaders and teams with clear tools for making better decisions, embracing uncertainty and executing strategy more effectively. Whether delivering keynote presentations, leadership programmes or executive sessions, Jim's approach combines humour, authenticity and real-world experience with proven methodologies that continue to influence behaviour long after the event. Audiences leave with greater confidence, a shared language for change and practical strategies for delivering high performance in complex environments.

Books & Publications

Jim is the author of the international bestseller *Taming Tigers*, which explores the principles of overcoming fear, embracing challenge and unlocking personal and organisational performance. The book has become a widely respected resource for leaders navigating change.

Awards & Recognition

Jim has delivered keynote presentations to well over one million people across five continents and is consistently recognised among the world's leading business speakers by Global Gurus. He is also a Fellow of the Royal Society for the Arts, elected in recognition of his contribution to business writing and leadership thinking.

Contact Us

Contact us now to learn how Jim Lawless can help your organisation accelerate strategy execution, strengthen leadership capability and build the courage and accountability needed to deliver lasting high performance.

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**