

Jim Steele



Founder of The Holistic Performance Lab | Author of *Unashamedly Superhuman* | Motivational Business Speaker

Inspiring teams to **lean-in to the future**

Jim helps leaders become better in how they show up, smarter in how they think and decide, and stronger in how they perform when it matters most.

Better Smarter Stronger

Jim Steele began his career taking complex systems apart to understand how they worked. Over time, he realised the most interesting machinery was human, not mechanical, an insight that has shaped his work ever since. For more than three decades, Jim has helped leaders look under the bonnet of performance and build the capability their teams need to maintain momentum when the world refuses to sit still. Rather than quick-hit motivation, he focuses on practical habits and systems that enable quicker decisions, sharper focus, inspired teams, and sustained performance under pressure.

Jim is an award-winning keynote speaker and executive coach who works with leaders and teams operating amid relentless pace of change, rapid technological advancement, and increasingly competitive markets. He speaks globally, delivers programmes at London Business School, and partners with organisations executing ambitious growth and transformation agendas helping leaders think clearly, prioritise effectively, and keep teams moving forward despite constant headwinds. His work is practical, evidence-based, and focused on real-world execution, bridging the gap between strategy, behaviour, and results.

His approach is grounded in performance science and anchored in a simple but powerful principle:

E + R = O (Event + Response = Outcome)

While leaders can't always control disruption, volatility, or external pressure, they can control how they respond and that response is what sustains momentum and ultimately drives results.

Regularly featured in **Forbes**, **The Huffington Post**, **Elite Business Magazine**, and **The Association of MBAs**