



## James Kerr

AUTHOR

Transforming Teams and Cultures through Legacy and Leadership

### About:

- **Gender:** Male
- **Travels from:** United Kingdom

### Engagement Types:

- After Dinner Engagement
- Speaking

### Topics:

- Leadership & Management
- Mindfulness & Resilience
- Organizational Behavior
- Organizational Culture
- People & Culture
- Purpose-Driven Leadership
- Team Leadership

## Biography Highlights

- Dynamic Leadership Speaker and Bestselling Author

## Biography

### About James Kerr

James Kerr is a celebrated author, speaker, and advisor specializing in leadership, high performance, and cultural transformation. He is best known for his bestselling book *Legacy*, which delves into the success strategies of the New Zealand All Blacks, the world's most successful rugby team. Kerr's expertise spans across elite sports, military, and corporate sectors, making his insights highly sought after globally.

### Key Topics and Speaking Themes

- **Leadership:** Developing leaders who create leaders, inspiring and motivating, female leadership, and coping with change.
- **High Performance:** Establishing high-performing cultures, marginal gains, and continual improvement.
- **Teamwork and Culture:** Building trust, fostering collective commitment, and embedding shared values.
- **Mindset and Resilience:** Overcoming adversity, dealing with pressure, and maintaining focus.

## Achievements and Impact

Kerr's influence extends to elite organizations such as US and UK Tier One Special Forces, Formula 1 teams, Premier League football managers, and corporations like Google, PayPal, Dyson, and Boeing. His engaging style and practical insights have helped transform leadership and team dynamics across various sectors.

## Notable Works

- **Legacy:** A deep dive into the leadership and culture strategies of the All Blacks.
- **Upcoming Books:** *Where the Earth Meets the Sky*, about resilience, and *The Legacy Workbook*, focusing on implementing cultural change.

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## Videos



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## James's Topics

### Leadership in a Hybrid World

Navigating the complexities of modern leadership, including remote and hybrid environments.

**Available:** Virtually

### Creating High-Performance Cultures

Understanding the essential characteristics and how to instill them within teams.

**Available:** Virtually

### **Legacy Lessons from the All Blacks**

Translating sports excellence into business success.

**Available:** Virtually

### **Building Resilience**

Techniques for personal and team resilience in the face of challenges.

**Available:** Virtually

## **Testimonials**

“

Thank you for your brilliant performance... we had great feedback from invitees.

**Barbara Gaydon-Limone**  
*HSBC Private Bank (Monaco)*

“

Thanks again for a wonderful hour – my most valuable this year. The feedback has been incredible from all parties

**Daryl Eagles**  
Chairman  
*Oxford United Football Club*

“

For the book, “Legacy”:

If you read only one leadership book in your life, make it this one. Brilliant

**Kevin Roberts**  
*Global CEO of Saatchi & Saatchi*

“

The feedback received from our staff was excellent: “Extremely potent and easy to visualise for our environment... motivational... transferable... truly inspirational and relevant

**Hugh McCaughey**  
*NHS, South Eastern Health and Social Care Trust*

“

Thank you for sharing your profound and extremely relevant perspective regarding the value of legacy, culture and heritage to our organisation. Your unmatched expertise and willingness to provide a first rate learning experience is truly outstanding.

**DIG Wetherbee**

Commanding Office  
*SEAL Team FOUR*

“

For the book, “Legacy”:

Beautifully written, wonderfully observed, true to the bone. This book is both intelligent and insightful: the perfect ‘how-to’ manual for effective leadership. Read it.

**Anton Oliver**

Former All Blacks captain