



# Jim Steele

Jim Steele is the founder of Holistic Performance Lab and a renowned catalyst in the field of transformational behavioural change. For over three decades, he has been sought after by organisations globally for his expertise in integrating wellbeing with performance, particularly for business leaders and high-potential teams. Through engaging events and strategic workshops, Jim advocates for making wellbeing a core priority, fostering resilient workforces that drive exceptional results.

At HP Lab, he spearheads research and experimentation in performance psychology and neuroscience, crafting tailored services to meet the evolving challenges of modern business. A regular speaker at London Business School, the Institute for Management Development and collaborator with the University of British Columbia, Jim is also a recognised thought leader, featured in esteemed publications like Forbes, The Association of MBAs, Elite Business Magazine and The Huffington Post and frequently shares insights on industry blogs and podcasts.