

[www.jamesketchell.net](http://www.jamesketchell.net)

# JAMES KETCHELL

SERIAL ADVENTURER  
& CORPORATE SPEAKER

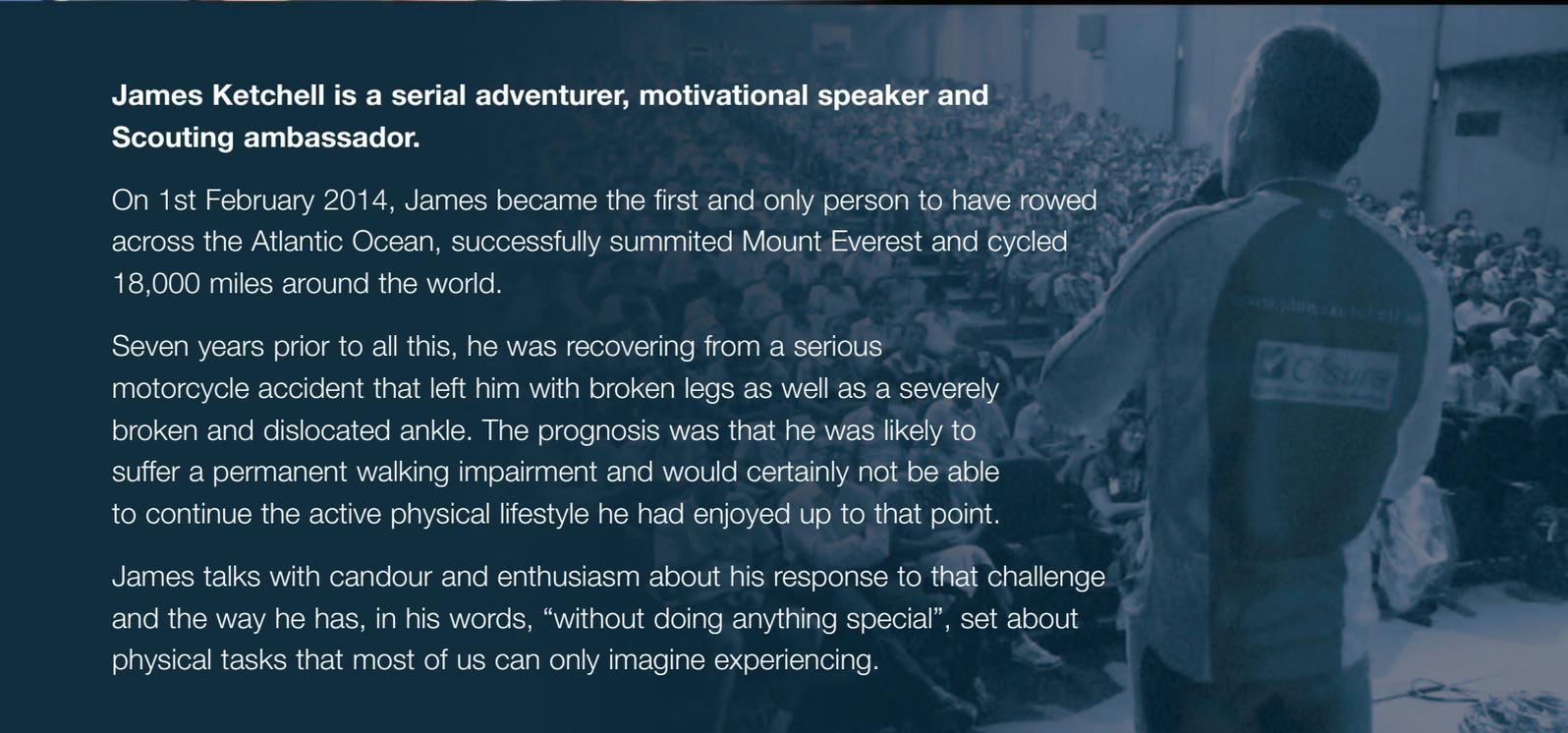


**James Ketchell is a serial adventurer, motivational speaker and Scouting ambassador.**

On 1st February 2014, James became the first and only person to have rowed across the Atlantic Ocean, successfully summited Mount Everest and cycled 18,000 miles around the world.

Seven years prior to all this, he was recovering from a serious motorcycle accident that left him with broken legs as well as a severely broken and dislocated ankle. The prognosis was that he was likely to suffer a permanent walking impairment and would certainly not be able to continue the active physical lifestyle he had enjoyed up to that point.

James talks with candour and enthusiasm about his response to that challenge and the way he has, in his words, “without doing anything special”, set about physical tasks that most of us can only imagine experiencing.



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He describes his approach to these extraordinary tasks, how he continuously set incremental and achievable goals, how he drew upon a capacity for making and cementing contacts to secure the necessary support and how he prepared for and experienced the physical effort these challenges demand. As James tells his story, the listener will often find it easy to believe that they too could achieve the extraordinary.

James is also passionate about the places he has been and the people he has met and talks with knowledge and affection of their lives, culture and beliefs and of the debt he owes them. He is particularly grateful to the Sherpas who assisted him on Everest, as they were instrumental in helping him off the mountain when he succumbed to a severe lung infection on the descent.

The key message that James reveals is that we can all potentially set ourselves difficult goals and achieve them: the capability to succeed is within everyone. His practical and pragmatic lessons include the importance of interim goals, breaking the task down into small, achievable steps, each one of which increases the commitment to the overall goal; the need for self-belief; the willingness of others to help if only you dare to ask and finally, the value of persistence.

As he neared the summit of Everest, James learnt that the last few hundred metres are completed a mere ten steps at a time, until the summit is in reach. With hindsight, this has been the secret of his success to date and it is an approach that he continued to use whilst on his unsupported global cycle, travelling 18,000 miles on his bicycle, in just seven months.



## TESTIMONIALS

*“James was invited to speak at the bi-annual RBS Portfolio Management Conference and, drawing upon his various experiences and challenges, James was able to relate his talk in a highly effective style to the conference theme. By using a visual presentation full of breathtaking photos and videos that really brought home the scale of the challenge that James undertook, combined with James' natural, easy going style, he was able to establish a strong rapport with the audience and bring his experiences on Mount Everest to life.*

**Paul Brosnahan**, Head of Portfolio Management  
Royal Bank of Scotland

*“James is an engaging and exciting speaker. His story is a unique one combining personal challenge, adventure, adversity and achievement. I can thoroughly recommend James as his story is authentic and relevant to a business audience, whether large or small. He leaves you to draw your own conclusions in a witty and often understated way, which makes it all the more appealing and different. James is not your typical motivational speaker, but rather a very motivated speaker!”*

**Anthony Ainsworth**, Commercial Director, Avis UK

*“James was asked to speak about leadership challenges he had experienced during his various expeditions. He delivered a well-structured presentation with enthusiasm and confidence and was able to draw the audience into the excitement of each of his adventures. James was very approachable throughout and was eager to engage with and answer questions from the audience during and after his presentation. His self-discipline and self-motivation was clear throughout and he is an inspiration to all who were present.”*

**Major MT Cansdale** MBE PARA(SO2,  
Leadership RMA Sandhurst Military Academy

## KEY POINTS COVERED

- **Motivation:** why do it? What motivates James? What could motivate you to set yourself challenging goals and then achieve them?
- **Organising and logistics:** the need for a network; the value of persistence; setting intermediate goals; pushing the boundaries.
- **Setting the context:** just how hard is it to cross the Atlantic, summit Everest and cycle round the world? How is it done? Break the challenge down into manageable chunks and learn how to step outside your comfort zone.
- **Rising to the challenge:** what happened, what went wrong, what went right – overcoming adversity and staying positive, always trying to turn negatives into positive opportunities and driving for results.

- **The rewards:** what it feels like to achieve your goals and how to create a performance culture – supported by stunning pictures and video from the Atlantic and the summit of Everest.
- **Places and people:** it's a big and interesting world out there and there is nothing better than the personal experience.
- **Helping others:** what others can learn from this and how James looks to support others through his endeavours.