

"In all my years as a TEDx organizer I haven't seen many people on stage with more power and passion, and at the same time have such a down to earth view on life. My mind was blown."

TEDx TWU

"James left us all inspired to dream big, to believe without a doubt, to push through adversity, and to accomplish the seemingly impossible."

Nike

"From start to finish, our P&G Experience with James was phenomenal. He absolutely electrified our audience."

Procter & Gamble

James Lawrence

"The story was crafted expertly (and I've seen many talks over the years!) - it was informative, inspiring, and touching. James' credibility with his accomplishments and passion definitely set him apart from other speakers we've had in the past!"

Merck



IRONCOWBOY



Who is James Lawrence?

Known as **The Iron Cowboy** for the signature cowboy hat he wears while running races so his five kids can see him coming from far away, James Lawrence is an ultra-endurance athlete who has pushed himself beyond what many doctors previously believed to be physiologically possible. In so doing, he has redefined both mental toughness and physical endurance.

Originally a high school wrestler, James spent a decade in the mortgage and finance business before losing it all in the financial crisis of 2008. At rock bottom, his career as the greatest endurance athlete on the planet started quite humbly, struggling to complete a local 4-mile fun run with his wife, Sunny. Inspired by that experience, on that day he learned a lesson that has served him well ever since.

"I learned quickly that everyone's 'hard' is different. Back then, four miles was really difficult for me. I learned that one of the most important things in life is to just show up."

James Lawrence

Today, James is one of the most dynamic, inspiring, larger-than-life keynote speakers in the world, having shared his astonishing story in 50 different countries across the globe reaching millions of people. He is a best-selling author and the subject of a critically acclaimed feature film. He continues to redefine the impossible in his own life, while teaching audiences around the world to do the same in their own lives.



What exactly has James achieved?

You've surely heard of an Ironman; 2.4-mile swim + 112-mile bike + 26.2-mile run. In 2012, James did 30 of those in one year. That put him in the **Guinness Book of World Records**.

In 2015, he went further. He completed **The 50-50-50**; 50 Ironman distance triathlons, in 50 consecutive days, in 50 different states...all while raising money to combat childhood obesity. That astounding accomplishment is the subject of the critically acclaimed Amazon Prime documentary; [Iron Cowboy | The Story of the 50.50.50](#). But that wasn't enough.

In 2021, he did the unimaginable. This time, he completed **The CONQUER 100**, 100 Ironman distance triathlons, in 100 consecutive days! That's 140.6 miles per day, every day, for 14 straight weeks, for a total of 14,060 miles! This time he raised money to combat sex trafficking. The documentary of the Conquer 100 debuts in December of 2022.

In between his triathlon feats of strength, James has summited Mt. Kilimanjaro on a bicycle, completed the Fiji Eco-Challenge, the Race Across America, and Norseman World Championship, as well as a 235-mile run across Greece.



What Does James Speak About?

Keynote Presentation: Redefine Impossible

While James is an astonishing athlete, sport is really not what he talks about. He is a master of mindset, focus, and of managing self-doubt. This is what he teaches.

James talks about the incredible power of hope and teamwork. He speaks about accountability, both to yourself and to your team. He shows his audience how to remove excuses from their own lives in order to unlock more ability.

In one of the most moving sections of Redefine Impossible, James reflects on his time with Dayton Hayward, a boy with Cerebral Palsy who loved to feel the wind in his face. James teamed up with Dayton and pulled, pushed, and carried him through an entire Ironman race. During that race, despite the increased physical demands, James gained a deeper understanding of perspective and privilege. As James shares in his presentation, *“I remember looking at him many times that day, thinking Dayton can’t swim, he can’t bike, he can’t run...but I get to swim today, I get to ride today, I get to run today. Despite the pain, all of that is a privilege.”*

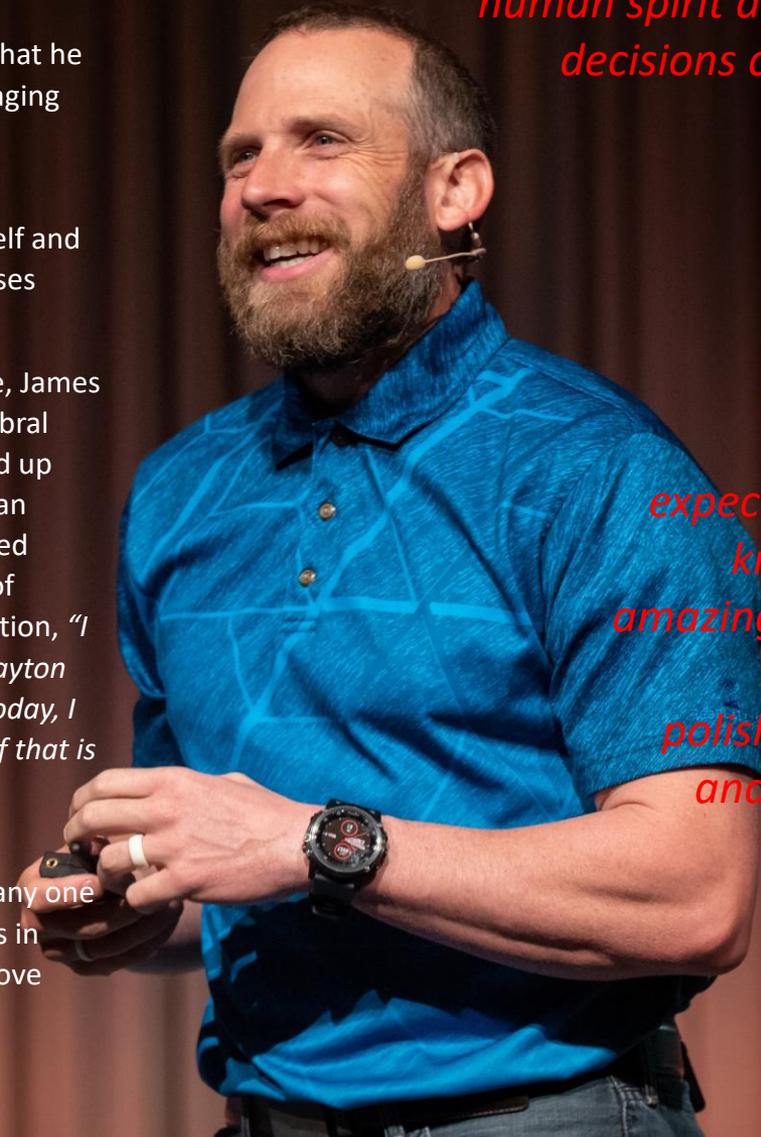
Whether speaking to a room full of C-suite leaders, an international sales team, a finely tuned military group, or any one of countless professional sports teams, James’ expertise is in teaching people to change how they think in order to remove self-imposed limits.

“James inspired our whole team with his message about the resiliency of the human spirit and the power our decisions can have over our circumstances.”

- Clif Bar

“James blew our expectations away. We knew his story was amazing, but we weren't expecting such a polished, professional, and profound hour.”

- Radix Sales



key takeaways from

REDEFINE IMPOSSIBLE

AIM HIGHER

You've been told your entire life what is and is not possible. To achieve greatness, you must redefine boundaries and set your sights higher.

SET MILESTONES

You can't reach greatness overnight. Short-term wins and reaching milestones are key to reaching higher.

DO THE SMALL THINGS RIGHT

The key to long-term success is to do the small things right over a long period of time.

OVERCOME PERSONAL LIMITATIONS

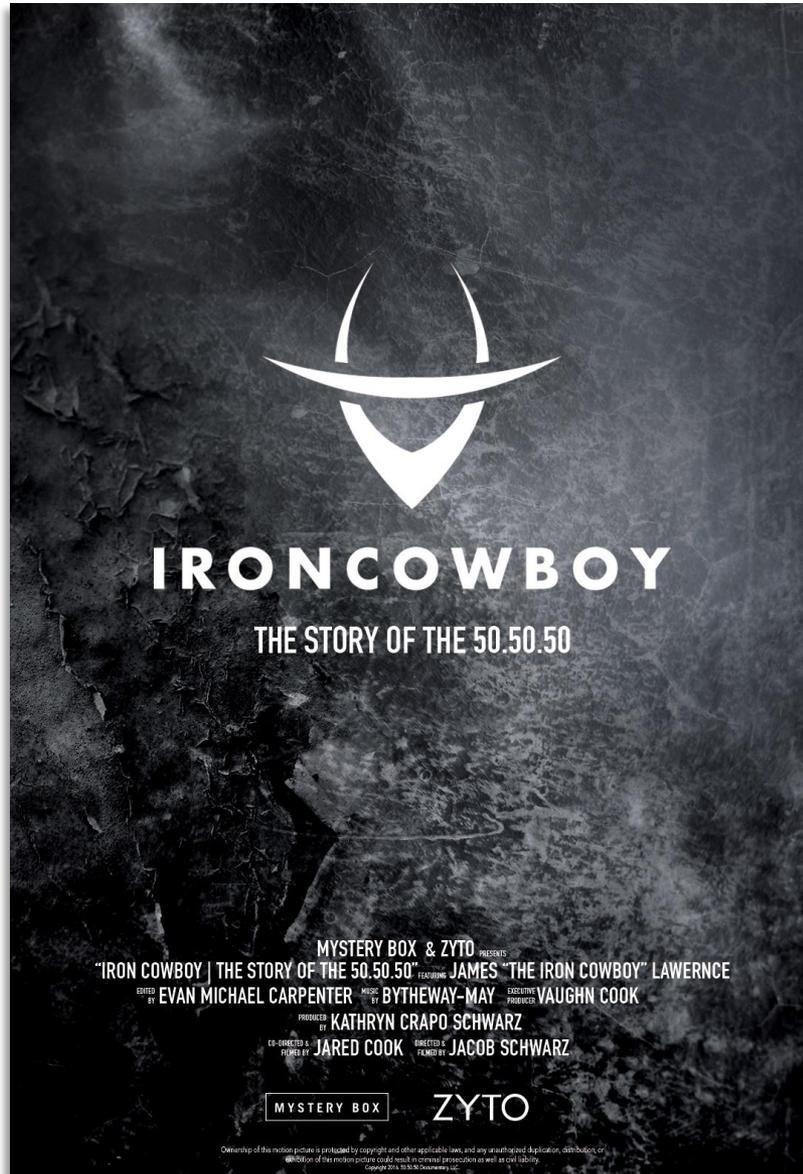
Our minds will tell us we can't far before we actually reach our true limitations.

OVERCOME YOUR FEAR

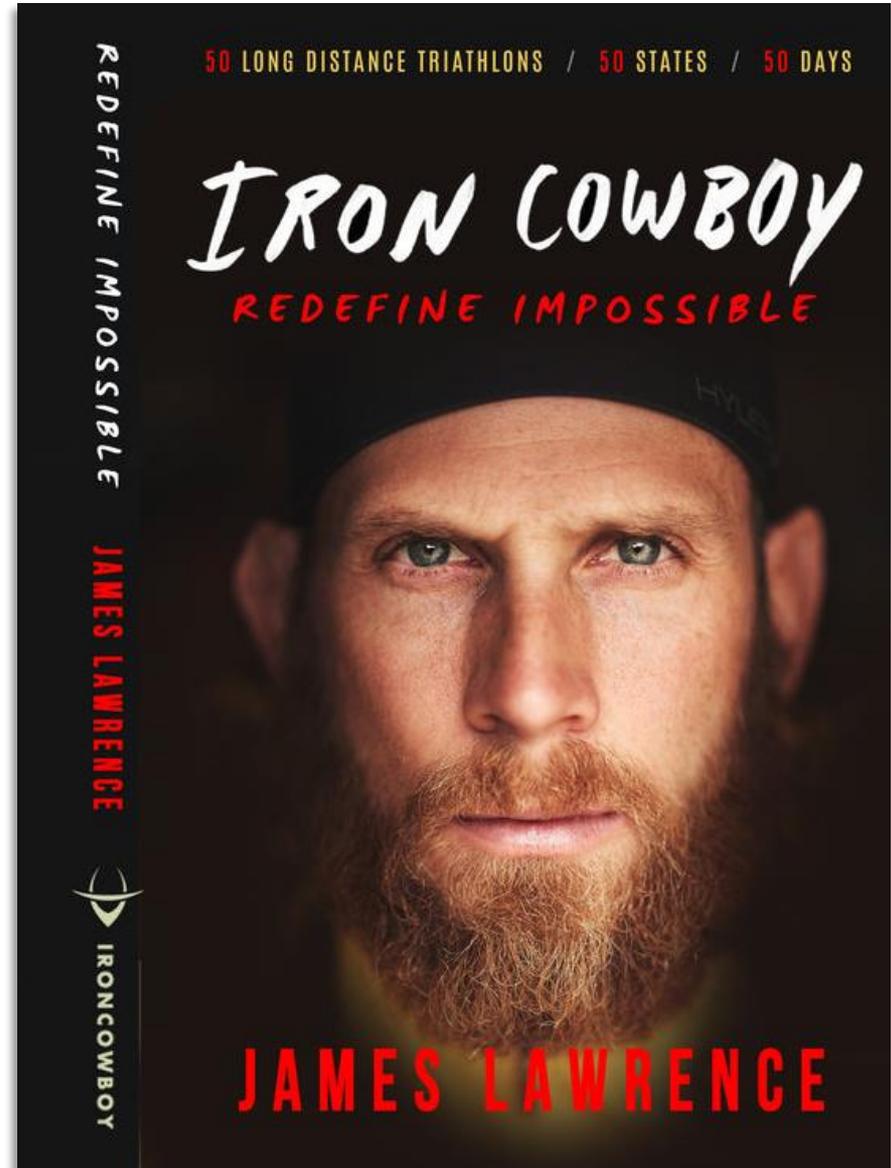
Uncharted waters can be a scary place. To reach new heights you must be able to push through fear and doubts.



The Movie



The Book



Meet the Lawrence family....

With five teenagers at home, perhaps it's no mystery why James likes to go for long bike rides. He and his wife Sunny have been married for 20 years and are raising their family in Salt Lake City. From L to R; Dolly, Daisy, Sunny, James, Lucy, Lily, and Quinn.



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IRONCOWBOY

