



James Cracknell OBE, an awe-inspiring figure in sports, athleticism, and adventurer, retired from competitive rowing in 2006. Since then, he has remained a prominent figure, tackling perilous and demanding undertakings showcased on BBC and Discovery. Leveraging his fervour for adventure and physical fitness, he spearheaded impactful initiatives to promote national fitness and wellness. Additionally, he has lent his insightful commentary to various prestigious sporting events.

TOPICS:

- The James Cracknell Story
- Host/Awards
- Teamwork
- Leadership
- Motivation

LANGUAGES:

He presents in English.

PUBLICATIONS:

- 2007** Against the Flow
- 2006** The Crossing: Conquering the Atlantic in the World's Toughest Rowing Race
- 2006** James Cracknell's No Gym Health Plan
- 2004** Inspired

IN DETAIL:

James is leading the Policy Exchange's work on obesity and physical activity and has been heavily involved in their report calling for sugary drinks to be taxed as part of a series of measures to combat rising levels of obesity. Following this, James appeared in The Secret Plan to Save Fat Britain: Channel 4 Dispatches. He is currently studying for a master's in philosophy from Cambridge University & is politically active, striving for greater awareness in childhood obesity and healthy living. In 2019 James made history when he became the oldest competitor in the Boat Race, winning alongside his Cambridge teammates.

WHAT HE OFFERS YOU:

A brilliant host and after dinner speaker, James' story is an inspiring one which focuses on the issues of personal commitment and motivation, goal setting and the power of strong teamwork. His descriptions of the dynamics of teamwork in a rowing crew are outstanding and mirror those that businesses aspire to achieve.

HOW HE PRESENTS:

James has the uncanny ability to tailor his experiences to captivate and motivate a variety of audiences. His outstanding sporting achievements and sense of humour make him a popular choice of corporate speaker.