WHY HIRE JO LODDER?



He's inspiring....

...without hype or heroics. Jo doesn't shout motivation - he earns it. His talks are real, grounded, and stay with people long after the applause stops.

He has a powerful, lived story

Jo was a professional jockey who survived hundreds of falls, walked away from a decision that saved his life, and later ran over 3,000km across China. He also rebuilt his life after heavy drinking. His stories aren't about winning, they're about choice, responsibility, and what really matters when pressure is real.

He understands pressure from the inside

From elite sport to endurance challenges to leading purpose-driven projects, Jo knows what it's like to perform when there is no finish line, no applause, and no easy way out — just decisions.

He connects purpose to performance

Jo shows leaders and teams how clarity of purpose leads to better energy, better decisions, and better results — without burnout. His message resonates in organisations facing change, fatigue, and disengagement.

He's practical, human, and memorable

Audiences leave with simple ideas they can use immediately — and stories they won't forget. Jo speaks in a way a 12-year-old can understand, but senior leaders deeply respect.

He creates emotional impact, not just inspiration

Jo's keynotes don't end with noise — they end with reflection. Leaders leave quieter, clearer, and more intentional about how they lead and live.

He's adaptable

Jo tailors his keynote for senior leadership teams, company-wide events, and conferences. He can also deliver facilitated sessions, leadership conversations, and smaller executive experiences.

He provides real value

You're investing in perspective that helps people reconnect with meaning, responsibility, and performance.

Main topics and themes Jo speaks about include:

- Leadership under pressure
- Purpose-driven performance
- Decision-making when it matters
- Sustaining energy in long journeys
- Responsibility, resilience, and reinvention
- Creating ripple effects of positive change