

JIM LUSTY

UPPING YOUR ELVIS

WAKING UP BUSINESS

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JIM LUSTY IS A KEYNOTE SPEAKER, TRAINER AND BUSINESS INNOVATOR.

He is a partner of [Upping Your Elvis](#), helping businesses become more human, energetic and creative through workshops, talks and events. Based in the UK, in London and Dorset.

Jim Lusty's larger than life impact comes from his boundless energy and positivity. Behind his playful approach is a man with a track record for challenging and growing organisations such as Spotify, Diageo, ITV, WPP and

Nike; helping them to accomplish and embed creative cultures. Jim's innovative work at Upping Your Elvis with Unilever was recently featured in the Harvard Business Review.

Jim has the unique and sought after ability to connect with people holistically to successfully innovate both their work and life, at workshops or speaking at conferences and events worldwide. People leave feeling

energised, inspired and ready to make change.

Simon Daghish, Group Sales Director, ITV summed up Jim's style succinctly "I have worked with Jim on and off for the last decade on a number of high profile projects. He has an acute eye for detail, a strong awareness for the needs of others and a fast mind. He balances both the strategic and emotional demands of people incredibly well

and he does all this with a big smile on his face...which is always contagious".

Jim helped ITV build their culture, capability and creative reputation to win best sales team of the year for Campaign magazine 2 years in succession and become the fastest growing FTSE 100 business for the last few years.

THE JIM LUSTY STORY

Jim's career began building and executing creative marketing campaigns for Diageo and Bass Brewers. A beginning he found inspiring and educational. For the next 10 years Jim developed his love of creativity and people, by joining the innovation consultancy ?WhatIf! where he spent 10 years helping establish and then leading it's training business and sitting on the UK board; delivering ambitious and effective systemic change programmes for renowned international brands.

2011 saw Jim take his wealth of knowledge and expertise to creative leadership specialists, Upping Your Elvis. The Elvis mission is to help people reconnect with their inner creative genius and become truly confident in who they are, helping businesses such as Unilever, Diageo, ITV and Nike realise their potential. They come back time and again for Upping Your Elvis's refreshing expertise in fuelling creativity and innovation amongst their teams.

Jim's work has featured in media such as [The Harvard Business Review](#), [The Guardian](#) and [Management Today](#). He also has a column at the innovative business news site, [Minutehack](#).

Jim's passion for people has taken him

to speak on 6 continents to the not only the world's leading businesses, but also to work with socially innovative projects;

including helping Massai Leaders in Kenya become more insightful about their communities and empowering teenage girls on the Nike Girl Effect programme in Africa to get ahead in life. He is passionate about mentoring others and has lectured at a number of academic establishments including Oxford University's SBS and The London Business School.

Jim 'gone for a swim' Lusty is always on the move, his energy for adventure has won him a Guinness Book of Records listing for Doggy Paddling 120 miles of the River Thames; competing in the longest raft race in the world down the Amazon and the biggest boat race in the world in Venice.

He lives in London with his wife Lil, son Frederick and a love of the great outdoors.

Read more about Jim [here](#).



WHAT PEOPLE SAY ABOUT JIM

I can say without hyperbole that working with Jim was one of the most enriching experiences I've had in my career. I immediately came away with a new armoury of skills to help bring out my own creativity and that of others. Months on I am still feeling the effect of how it has helped me to grow personally, in ways both tangible and tacit.

SARAH BORLAND, DIRECTOR, MEDIACOM

Jim's simple, human approach to creative leadership helped to teach the Maxus teams that work is all about how we show up every day, not instilling clever techniques and processes. We have applied the learnings, delivered tangible results and live it every day in the work we do at Maxus.

JEN SMITH, GLOBAL CREATIVE DIRECTOR, MAXUS

Apart from the very insightful content and great techniques I thought the delivery was the best I've ever seen – very human and hilarious (and I have high comedy standards ;-))

**OLIVIA DIAMOND, COMMERCIAL PROGRAMME
MANAGER, DIAGEO**

In a rapidly changing world what differentiates successful companies from average ones is IDEAS. ELVIS unleashes the creative power of people in my team who are enabled to provide creative leadership to help others translate insights into big ideas.

**STAN STHANUNATHAN, CONSUMER & MARKET
INSIGHTS, UNILEVER**

theguardian



DIAGEO



THE JIM LUSTY TALK

Takeways for short talks (45-90mins) that can be developed deeper into longer sessions up to a full day:

UP YOUR ELVIS!

REALISING YOUR CREATIVE POTENTIAL

- An awareness of the conditions that enable creative thinking to thrive and the skills to create it.
- Understanding the creative behaviours that help to unlock new thinking.
- Simple, flexible, human tools and techniques for generating fresh ideas.
- A high energy, fun, engaging and relevant experience that will create a lasting impact.
- People will leave reconnected, confident and excited about their own innate and unique creative brand.



FIND OUT HOW JIM CAN BRING ENERGY AND IMPACT TO YOUR EVENT:

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