



Ted Jackson

Coach | Speaker | Rebel
The Rebel in the Arena

CONTACT DETAILS

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SKILLS

- Extreme adventures
- Leadership
- Coaching
- Public speaking
- Strategic planning
- Transformational development

EDUCATION

International Coaching Federation Member

Certified Professional Coach (CPC)

iPEC Coaching

Energy Leadership™ Index Master Practitioner (ELI-MP) iPEC Coaching

Barrelling into something headfirst isn't a new concept for Ted, who is the only person in the world to have completed seven marathons on seven continents in seven days with negligible training, ran three North Pole marathons, rowed across the Atlantic, finished a Tour de France, completed the Marathon des Sables, raised £300,000 for charity AND sang his heart out for the Royal Philharmonic Concert Orchestra as Principal Tenor.

Yet aside from some of the most mental and physical challenges on this planet, Ted has also undergone a personal transformation that has taken him back from "the edge" ... and now channels his illustrious life experience into helping individuals through their own trials and tribulations – be this personal, professional – or a mixture of both.

Now an Ennis & Co Associate, Ted brings to the table his incredible understanding of breaking down barriers to reveal one's true potential. Ted, coach and self-proclaimed Rebel in the Arena, has kindly given us some of his very valuable time to share his innermost thoughts on life – and how he can potentially change yours...

What would you say is your unique selling point?

"I have well and truly lived a life and a half. I came from a background of great privilege, which I can't shy away from and I'm not ashamed of. Yet the struggles that can come with privilege are real and, in many ways, hidden. The "Gilded Cage" is truly a prison to many. Yet, somehow, I have an affinity with people from all walks of life, and can connect equally with everyone. Be they binman, or CEO – I still have the same level of respect."

If there was one fundamental change you could bring to the world, what would it be?

"To help people realise that they are limitless, when it comes to what they can achieve – no matter their background. It's not about where you come from – it's where you're going, and how you get there, that counts. I truly want to help people become the hero in their own story."

Who's your biggest inspiration?

"Those who overcome their struggles in the face of adversity. I have recently worked with some incredible people with severe disabilities who overcome huge challenges daily. It is extremely humbling to see their sheer determination and strength. We are all humans – yet some are completely out of this world... defying all odds."

How would you approach creating a coaching plan initially?

"Most importantly, it's about really understanding the individual's story, and what they want to achieve. It must come from, and be driven, by them. I would say I'm the "facilitator" – I'm not the "ideas" person – they are the expert, the professional in "themselves". It's all about planning and execution – where working together and championing my client is key. People often lack the confidence to live their dreams due to obstacles and blocks that are usually mental, rather than physical... and I understand this.

I personally attached a negative stigma to life coaching – until I experienced it myself. This all evolved from a time in my life where I had failed my first Atlantic row. I coordinated the expedition, and from the start we had many issues. It's a long story... but ultimately, we were winched 200ft into the air by helicopter, as we watched the boat go down. From there, everything took a plummet.... and I hit a serious low point. I hadn't managed to achieve what I had set out to – and it was a crushing blow. It took me a while to recognise the dark place I was in but when I finally did, I made a call to a coach, and we started working together.

It sounds cliché, but in around 20 minutes, my life began to change... for the better. He helped me find my power and get back on track. It was like magic... difficult to explain but essentially with questioning, focusing, answering, and taking action... it works.

I re-evaluated failure and I'm happy to talk about this openly. It shouldn't be a taboo subject – and this is what I want to reiterate. In many ways I like to think that I'm the equalizer – working to simply help people, and be a driving force in someone's life. I can be the engine, but they've got their hands on the wheel... they are ultimately in control."

What advice would you give to "younger you"?

"I don't think I was open to advice when I was in my teens – yet I think the main elements would be to not be afraid. I was a little bit terrified of being a grown-up, and used drink and drugs to mask this terror. I lived the "rockstar" lifestyle without any foundation. But it wasn't until I gave up substances that my life actually became more "rockstar" – and dreams started to come true. Flying around the world on private jets, completing challenges, and even performing to crowds of thousands, I had inadvertently become my own success story by being true to myself. I wasn't ready at 18... I needed to go through a lot more pain to learn."

What's the next big thing for you?

"Of course, my clients come first, but I'm managing to squeeze in a couple of expeditions – one to the desert, and one to the Arctic. One extreme to the next! It's all about balance..."

Opportunities are endless in terms of what's on the horizon. I never say never, and I have done many different things that have been weird and wonderful... and I don't want that to stop..."

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