

THE NEARLY MAN

From “one day”
to following through.

A keynote on identity, commitment
and turning potential into action.

JAKE MATTOCK

Ocean rower, Guinness World Record holder and speaker

THE TALK

From almost to action.

There is a version of ourselves that most of us quietly carry for years. The person we could become. The work we could create. The life we could build.

But what happens when we keep getting close - and never quite follow through?

Jake knew that feeling. A succession of jobs, abandoned ambitions and half-finished projects had left him with a name for himself: The Nearly Man.

Then, on an otherwise unremarkable day, sitting at his desk in his pyjamas, he made a decision. He was going to row across an ocean. He didn't know which one, how or when.

Two years later, he had spent 71 days crossing the Indian Ocean as part of a Guinness World Record-setting crew.

Through the humour, hardship and unexpected realities of that journey, Jake explores what it takes to turn ambition into commitment - and commitment into action. From moving back in with his mum to confronting storms, exhaustion and the relentless repetition of life at sea, he shares how he built the evidence to see himself differently.

The Nearly Man challenges audiences to examine their own self-image, focus their effort and recognise when persistence serves them - and when changing direction takes better judgement.

What are you tired of nearly doing - and what would it take to follow through?



WHAT AUDIENCES TAKE AWAY

Close the gap.

01 Change the way you see yourself.

Recognise how the stories you tell yourself can hold you back - and build new evidence of what you're capable of through action.

02 Turn ambition into commitment.

Move beyond "one day" by making a clear decision and understanding what you're willing to change to follow through.

03 Focus your effort.

Explore how consistency and periods of concentrated effort work together to create progress, especially when results aren't yet visible.

04 Recognise when to persist.

Understand the difference between abandoning a goal out of fear and making a sound decision to let it go.

05 Shift how you approach the challenge.

Using the metaphor of ice, water and steam, Jake explores how the same person can experience a challenge differently depending on the state they bring to it.

WHO IT'S FOR

For teams working towards demanding goals, people navigating change and anyone who recognises the frustration of starting with enthusiasm but struggling to follow through.

The Nearly Man brings an extraordinary adventure back to a familiar human challenge: closing the gap between what we say we want and what we do about it.

WHAT AUDIENCES SAY

Stories that stay with you.



“Jake Mattock was an outstanding keynote speaker for our WAVE Wellbeing Kick-Off event. He shared a truly inspiring account of his record breaking journey, while thoughtfully highlighting the mental resilience and mindset required to achieve it.

His reflections helped our employees understand the long-term impact of developing a positive and resilient mindset. In particular his “Nearly Man” metaphor resonated strongly, offering a relatable perspective that encouraged people to rethink their own goals and potential.

Jake brought a perfect balance of humour, authenticity and inspiration, delivering a compelling session that made a significant contribution to the success of our event. The feedback from employees was overwhelmingly positive, with many deeply connecting with his story and message.”

ANSHOO KAPOOR

Tata Consultancy Services

BOOKINGS & FEES

Bring The Nearly Man to your event.

jake@tocks-talks.com

To enquire, include your event date and location, audience size, preferred talk length and what you'd like your audience to take away. Please include any available details of your audio and visual setup.

15-minute introduction	£350
30-minute keynote	£1,000
60-minute keynote	£2,500

Additional time at your event for conversations and networking: £250 per hour.

Reasonable travel and accommodation expenses are additional.



www.tocks-talks.com