



"Plenty of hands-on experience and feedback. This was excellent coaching on something that most people find difficult, and I would recommend Gerard to any colleagues"

How Coaching Can Make a Difference

My coaching sessions are aimed at helping clients achieve step changes in attitude, skills and knowledge to enhance business performance and commitment.

As a coach, I am committed to active listening, helping clients find their own solutions and enabling thinking 'outside the box'. This requires a largely non-directional approach, with occasional technical or knowledge input.

I look to help individuals to recognise what organisations are looking for and how to package and present their skills for success.

Recent Assignments

- Coaching the Merchandising Director of mail order catalogue company re. managing time, focusing on priorities, directing rather than managing and delegating.
- Coaching Back Office Managers in bank re. creating impact dealing with aggressive colleagues and domineering senior managers.
- Coaching for the Commercial Director of airline re. work-life balance, handling pressure, prioritising & delegating.
- Coaching Director of a Pharmaceutical company re. transition from senior manager to director, handling difficult/demanding MD and prioritising.

Coaching Specialisms

- Transition coaching
- Developing and effective leadership style
- Change leadership
- Influence
- Negotiation skills
- Presentation and impact
- Overcoming ineffective behaviour
- Confidence building
- Handling pressure
- Transactional analysis

Business Experience

- During my career I have specialised in training and development and executive coaching. As a presenter and consultant, I have worked with many organisations both in the public and private sector.
- For 11 years with MaST International I held a number of appointments, including managing subsidiary businesses and consultancy teams and responsibility for product development and marketing.
- I was then Head of the Centre for Director Development at the IoD – the leading authority on director training in the UK with thousands of directors and senior managers attending courses and programmes annually.

Qualifications and Accreditation

- Degree, Political Theory and Government (University of Wales)
- Certificate in Counselling Skills
- Member, CIPD
- Member, Association for Coaching
- Institute of Directors
- Member, International Stress Management Association
- Fellow of the Royal Society of Arts