



### **Coaching Profile- Executive Summary**

Alasdair is a skilled and highly intuitive Executive Coach. He's very comfortable operating at the highest levels within an organization. His experience is derived from the Medical Device, Financial Services and Management Consulting industries as a Senior Executive. His background is diverse, with much of his working career being overseas. He's very comfortable dealing with different cultures and backgrounds. He's equally effective Coaching at strategic as well as operational levels. He's very effective working in challenging and stretching environments.

His 'sweet spot' expertise lies in the areas of 'Communication and Managing Relationships'. Having had a lengthy and deep Sales and Marketing career, he understands these particular demands especially well both strategically and operationally. His style is collaborative, focusing on creative problem-solving and building synergistic 'win-win' outcomes with Clients. He uses a 'blended' approach to Coaching, drawing off Mentoring, Training and Consulting skills as required to achieve agreed outcomes.

### **Coaching Style**

As a member of the ICF (International Coaching Federation), he adheres to their Code of Ethics. This enables him access his best coaching skill-the ability to build a profound Coaching relationship. His approach moves beyond just tools and techniques. His style is non-directive, yet challenging with a practical focus on translating new insights and skills back quickly and creatively into the workplace. His style is underpinned by the Co-active Coaching model. This involves Client and Coach co-creating the desired outcomes.

### **Areas of Specialisation**

Executive Coaching and Leadership Development; Personal Effectiveness and Business Mentoring. Skill sets include, Leading and Managing People, High Performing Teams, Effective Feedback, Employee Engagement, Performance Management, Relationship Management, Strategic Thinking, Managing Change, Six Sigma and linking Sales and Marketing together effectively.

### **Years Experience: 20**



## **Client Organisations and Client Engagements**

Client organisations include: Abbott Laboratories, Abbott Nutrition, Diageo, Specsavers, Irish Life, Eircom, Mater Hospital, Keelings, Kevin Dempsey Distributors and 20-20 Mobile.  
Sample Coaching assignments include: Global Supply Chain Director-(Medical Devices), Country Manager and Divisional Director-(Pharmaceuticals). Group Financial Controller (FMCG), Head of Marketing (Financial Services), 'Transition Management' Coaching, Coaching Sales Teams and Sales Management Coaching.

## **Career Background**

Alasdair's formative years were spent in a variety of roles within Johnson & Johnson (UK). This was primarily in Sales and Marketing within the Medical Device industry. He assumed positions of increasing responsibility in Strategic Selling, Sales Management, Strategic Marketing, New Product Introductions, Six Sigma, and Salesforce Effectiveness/Change Management at Director Level during a 12 year career. <http://www.ethiconendo.com>

Subsequently, as an Associate Director, he managed senior client relationships as a Management Consultant with Ireland's largest Six Sigma Management Consultancy, Distinct Partners;  
<http://www.distinctpartners.com>

Currently, he's Director of his own Coaching practice-Precision Business Coaching and he maintains his own industry blog (details below)

## **Qualifications and Training**

Primary Degree-BA, HDE (NUI Galway)

Chartered Marketer (DipM, MCIM) Member of the International Coaching Federation (ICF)

Accredited Practitioner, Coach and Trainer in Six Sigma/Change Management Methodology

Accredited through Franklin Covey in '7 Habits' and 'Leadership' Programmes

Coach Training provided by ICF approved- UK based Coaching Development Limited;  
<http://www.coachingdevelopment.com/>

**Company Website:** <http://www.precisioncoach.ie/>

**Company Blog:** <http://www.alasdair-browne.com/>