# Brian Thomas Hon F IDM

Brian has been in Marketing and Management for more than 30 years. He held senior positions with Marshall Ward, GUS, Fine Art Developments and Early Learning before switching to the agency side in the 1980s.

He was Managing Director of THBW, helping this agency grow into the largest independent direct marketing agency in Britain. THBW was merged into Ogilvy & Mather Direct (now Ogilvy One) with Brian continuing as Managing Director. During the next three years he helped build O & MD into the largest direct marketing agency in Europe.

Until leaving the UK for a sabbatical, he was Non-Executive Chairman of the Save The Children Trading Company.

On his return to UK in 1988, Brian became Chairman and Managing Director of Saatchi and Saatchi Direct, continuing in this role until 1992 when he left to become an independent Consultant, Mentor & Trainer.

Brian was a Course Director for the UK residential courses for the IDM Postgraduate Diploma in Direct & Digital Marketing for more than 20 years, and also ran IDM Diploma courses in Hong Kong and Australia. During this time, he also ran many public and in-company courses and seminars for the IDM. Between 1985 and 2001 he produced and ran all the direct marketing courses and seminars presented by the Chartered Institute of Marketing.

He has written interactive online courses for Dell and the IDM and has produced and presented webinars teaching local authority workers in UK & Australia to write copy and articles for their communities.

**In 1999 Brian was twice honoured by the Institute of Direct Marketing, receiving their award of “Educator of the Year” in June and becoming an Honorary Fellow of the Institute in November.**

During his career, he has written and delivered more than 2, 000 seminars and workshops, and has been personally responsible for more than 700 marketing campaigns.

He was commissioned by Royal Mail to write their *Guide to Direct Mail for Small Businesses* and has written Interactive Marketing Communications manuals for a number of companies including BP and Zurich Insurance. His book *Direct and Digital Marketing in Practice* has been the course textbook for all students of the IDM Postgraduate Diploma since 2005. The 3rd edition of this book was updated & published in June 2017.

**Brian is a fully qualified Personal Performance; Executive and Corporate coach and he offers a complete coaching and mentoring service to individuals and corporate executives.**

**He is an Accredited Coach with the CPD Standards Office. Coaching clients can be issued with a CPD Certificate of Completion, which they can subsequently use within their formal CPD record for a professional body, institute or employer.**

With his bespoke blend of Coaching, Mentoring, Training and Marketing Consultancy Brian has worked with a wide variety of clients in Europe, Australasia and the USA including:

###### IT and Office Equipment

Sun Microsystems Inc. (UK, Europe and USA), IBM (UK and Asia Pacific Region), CACI, Digital Equipment Corporation, Compaq, Softbank COMDEX, Hewlett Packard, Oracle (UK, Europe and South Africa), Texas Instruments (Europe), Xerox, 3M, Microsoft (UK and Europe)

**Collectibles, Publishing and Subscriptions**

British Philatelic Bureau, The Royal Mint, Odhams, Britannia Music, Reader’s Digest, The Financial Times, The Economist, Monitor Press

**Retail, Mail Order & Consumer Goods**

Early Learning, Kaleidoscope, Freemans Mail Order, GUS (UK & Europe) Marshall Ward, James Meade, Miller Leswyn, Studio Cards, Carreras Rothmans, British American Tobacco (Russia), Solico Food Group (Iran)

**Travel**

Avis Rentacar, The Automobile Association (AA), Cathay Pacific Airways (Hong Kong), British Airways, Thomas Cook Group, Portland Holidays

**Financial Services**

American Express, Barclays Bank, Royal & Sun Alliance (Asia Pacific Region and New Zealand), Legal & General, Jordans International Financial Services, First National Motor Finance, Prudential Insurance Company (UK and Thailand), Zurich Insurance, CIGNA (Turkey, Asia Pacific and Australasia), Standard Chartered Bank (Asia Pacific Region), Infoline Conferences, Liverpool Victoria (LV), ReMark (UK, Europe and South Africa), Calliden Insurance (Australia), ACE Insurance (Europe)

**Communications**

British Telecom, Nokia (Europe), NTL, Royal Mail, Vodafone, Orange (Romania), Era Telecoms (Poland)

**Industrial**

BP Oil (Europe & UK), 3M, ICI

**Membership & Training Organisations**

The Marketers’ Forum, The Chartered Institute of Marketing (CIM), The Industrial Society, The Institute of Personnel and Development, The International Bar Association, Cranfield School of Management, PSP, GAP Consulting, The Institute of Direct and Digital Marketing (IDM)

**NFP Organisations (Charities)**

Save the Children (Former Chairman of their Trading company), Help the Aged, Barnado’s, PHAB, RSPB, WWF, NCVO. Embrace - donates 20% of his working time to this Autistic Charity in Eastbourne.

**Advertising Agencies**

Ogilvy & Mather, Saatchi & Saatchi, FCB International (Hong Kong and Asia Pacific region), Rocket Science, EHS Brann Limited, BMP Omnicon, WWAV Rapp Collins

Brian has trained sales and marketing teams for 3M, BP, Zurich Insurance, Sun Microsystems, IBM, BMW, Compaq, Miller Freeman, Vodafone, Microsoft, Cathay Pacific, Royal Mail, Nokia, CIGNA, ReMark, Standard Chartered Bank, Oracle, ACE Insurance (Europe), Calliden Insurance (Australia) and Thomas Cook.

He has written advertising and direct mail copy for a variety of organisations including Sun Microsystems, Miller Freeman, DMC (Italy), PSP, GAP Consulting, Zurich Insurance Company, Softbank COMDEX, Business Link Hampshire, Rocket Science, WWF, and numerous small businesses.

#### Some client comments – Consultancy

### Zurich Insurance Company

Brian Thomas has acted as Marketing Consultant to Zurich Personal Insurances since 1997, and helped us climb the steep learning curve in a very short time. His contribution has been significant on both strategic and operational levels.

Brian’s clear and accessible style allows both newcomers and experienced marketers to gain understanding and confidence in a complex discipline.

He has trained our sales management and sales field-force to improve their own techniques and to act as consultants to our independent distributors. He has developed a comprehensive interactive marketing tool-kit, which is tailored to our needs, demonstrating an understanding of our business and how interactive marketing can help us grow.

Attendees rated Brian’s workshops most highly, and we have achieved a marked increase in the effectiveness of our marketing spend as a result.

*Managing Director, Personal Insurances, Zurich Insurance Company*

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**Sun Express Europe - Division of Sun Microsystems Inc.**

In our first year, Sun Express Europe turnover increased by 70% each quarter, with revenues well ahead of target. This was undoubtedly influenced by the invaluable consultancy from Brian during our start-up period. He has a depth of experience that very few marketing consultants possess.

*Helen Trim, Marketing Manager, Sun Express Europe*

**CIGNA Insurance, New Zealand**

Brian Thomas came to New Zealand to deliver a 3-day training course for my marketing and operations teams and followed this with a day of consultancy giving creative critiques of our promotional materials. Brian is highly experienced in all forms of direct communication both offline and online and everyone who attended felt they had benefited significantly. He is also a very effective ‘remote’ consultant i.e. he critiques our creative work even when he is back in UK. I can highly recommend him.

He also ran a highly successful workshop for the marketing directors of our major clients – mainly financial services organisations in New Zealand.

*Gail Costa, CEO, CIGNA Insurance, New Zealand.*

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**The Marketers’ Forum, London**I had the privilege of working with Brian in 2016-7.  His wealth of experience helped me view my business from many different perspectives.  He was endlessly patient with me and provided numerous pearls of wisdom.  It almost goes without saying, but I will anyway - I can recommend Brian without reservation.

*Quentin Crowe* Director *The Marketers' Forum Group | 3.29 Chester House | Kennington Park Business Centre | 1-3 Brixton Road | SW9 6DE 020 3735 8542 |* ***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

**After a 20-minute talk at a business networking meeting (June 2018)**

I have been a member of the CIM (Chartered Institute of Marketing) for 20 years, and I have learned more about marketing in the past 20 minutes, than in all those years.  *Chris Williams, Hypnohut Hypnotherapy*

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**Management - Early Learning**

Brian Thomas joined Early Learning as Marketing Manager when we were a small mail order company with just 6 shops. It soon became apparent that he was vastly overqualified for this role, and I asked him to take on the duties of General Manager, whilst retaining his marketing responsibilities. In the following 18 months, he was heavily involved in relocating the company from Reading to Swindon; switching the entire operation from manual to computer processing; and additionally, acting as our HR department, as we expanded rapidly.

When he left us to join the board of a London Advertising Agency, I was obliged to post the following on our internal notice board:

*“Sadly, Brian has decided to return to London and his advertising roots. The two jobs now vacant will be advertised externally from next week.”*    
 *John Beale, Founder, Early Learning*

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**Infoline Conferences**

Brian has worked intensely with Infoline for over a year, and we consider ourselves to have been extremely fortunate.

Brian’s ability to rapidly assess both the pinch points and the opportunities for revenue growth in our direct mail and email campaigns (over 100 per annum) has been invaluable and, of course, added to our bottom line results.

In addition to his vast marketing experience, Brian also has the huge asset of being able to diplomatically, patiently and successfully manage both people and projects. Infoline has been the beneficiary of Brian’s consummate management skills which, in turn, have made his contribution to profits even greater.

I can unreservedly recommend Brian to any company.

*Managing Director (Owner), Infoline Conferences Ltd.*

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# Training

**Freemans Mail Order**

With a large department of varying experience and differing requirements, we needed a programme that would educate and stimulate from the bottom up.

Brian created and delivered an 11-day programme that ranged from the basic “Introduction to Direct Marketing” to highly specific sector related topics including creative techniques, print and production, supplier management, customer acquisition, database management, regression and other data analysis techniques and customer relationship development.

His ability to entertain whilst educating creates a stimulating environment, encouraging students to explore and discuss theoretical and practical issues alike, challenging orthodox views against their own experiences and thoughts.

Brian’s follow-up programme, one year later, was not only welcomed by those most experienced in the discipline, but more importantly, by those who had received a ‘flavour’ of the role Direct Marketing plays in our business, and whose well-thumbed course notes were still on their desks from the previous year.

*General Manager - Marketing, Freemans plc.*

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**FCB Direct Worldwide**

Brian Thomas combines the deepest experience in direct marketing with the keenest interest in new developments in our business. He ran a course for us in Malaysia, to an audience from 12 countries, which transcended geography and culture, and gave our people an essential grounding in the new marketing disciplines. He is equally adept at challenging senior marketers and inspiring younger staff*. Stewart Pearson, Chief Operating Officer, FCB Direct Worldwide*

## Royal & Sun Alliance – Wellington, New Zealand

Brian Thomas wrote and delivered four days of workshops for my entire marketing team and me. Topics ranged from Telemarketing to Presentation Techniques; Database Development to Effective Design and Copywriting.

His sessions were highly interactive giving delegates the opportunity of practising as well as learning about new techniques.

He speaks with authority and passion on all aspects of relationship marketing and customer development – without any supporting speakers he kept us riveted for the entire four days. Furthermore, the learning lasted – the many real-life examples used by Brian ensured that the key facts became firmly lodged enabling a very high level of retention. My team were still buzzing months later.

*Communications Director, RSA New Zealand*

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**Cigna Finans, Istanbul**

In 2017, Brian delivered 3 days of marketing training and consultancy to my staff. The first two days were to all my marketing staff and covered every aspect of marketing from Economics and Campaign Planning to the design and implementation of communications. He covered all types of media both online and offline including social media, SEO, email, direct mail and telemarketing.

On the third day he gave my non-marketing people a thorough appreciation of the value of marketing to the company.

Brian wrote and delivered all sessions and, despite the necessity for simultaneous translation, he kept all my people focused and involved. Feedback was excellent from all who attended. *Chief Executive, Cigna Finans, Istanbul*

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# Sun Express Europe

Attending one of Brian’s training courses will give you the best foundation in direct marketing you will ever get. They’re packed full of case studies and materials that only a consultant with a wealth of strategic and hands-on experience could provide. A fail-safe way to motivate your employees.

*Helen Trim, Marketing Manager, Sun Express Europe*

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**Jordans International Corporate Services**

Brian Thomas delivered two separate CRM training programmes in Jersey and the Isle of Man.

I was most impressed with Brian’s material, which was practical, based on careful research, and very well presented. Although the training was delivered over two days for each event, with Brian speaking for most of this time, I was impressed by his ability to maintain the interest of his delegates, especially as the audience ranged from the Managing Directors of our two subsidiary companies to relatively junior executives.

I would recommend Brian Thomas to any organisation that wishes to encourage its employees to take a more proactive and positive approach to its customers.

*Operations Director, Jordans Limited*

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**EHS Brann Limited**

Brian Thomas has designed and carried out strategic marketing and direct marketing programmes for Brann for more than 7 years. His workshops are over-subscribed and very well received.

Brian has contributed greatly to the education and development of our marketers. *HR Director, EHS Brann Limited, (now part of Havas)*

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**International Bar Association**

On the numerous occasions on which I have had the pleasure of working with Brian, he has never failed to impress me with the level of energy and enthusiasm that he brings to his subject. His ability to communicate vital information to all levels of staff in a clear and concise manner stands as a testament to his skills as a presenter.

When considering training, the question of value for money is a constant factor. The level of knowledge retention which participants on Brian's courses achieve is remarkable, so making the investment work not only as a short-term management tool but also proving to be economically effective in the long term.

*Lynn Hazlewood, Marketing Director*

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**Cigna Corporation**

In 2012 we asked Brian to develop a complete direct marketing course to be delivered to a range of front end leaders from across our international businesses. The “Direct Marketing Excellence Certification Programme” comprised 3 weeks of tuition, group exercises and team building activities, role playing and a final online examination.   
  
Working in partnership with us, Brian, put together the programme, delivered around 50% of the sessions, and selected most of the external supporting trainers. His sessions are highly interactive, illuminated with many real-life examples, ensuring key learnings are remembered and retained over time.  
  
The programme had great user feedback and ran from 2013 to 2016. I have no hesitation in recommending Brian to any organisation that wishes to enhance the skills and performance of its marketing teams.

*Patrick Graham, CEO Asia Pacific, Cigna Corporation*

I feel myself lucky to attend Brian’s Direct & Digital Marketing Excellence program that was held by Cigna, in 2016. I was totally amazed by his enthusiasm, energy and ability to teach people from all levels of professional seniority. His program covered all the essential information about direct & digital marketing (including many case studies) and will definitely become a guideline for my future projects and career. I would recommend his program to any marketing & sales professionals seeking to advance on their career path.

*Ovunc Ozbilgic, Group Head of Telemarketing & ASC*

*Cigna Finans Emeklilik ve Hayat A.S., Istanbul, Turkey*

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**Hong Kong Direct Marketing Association**

Brian, I would like to thank you on behalf of the HKDMA, for delivering such an informative and practical two-part Workshop to our members.

Your tips and group discussions were found to be especially useful and this was reflected in the excellent feedback scoring we received. I certainly learned a lot and I hope to have the opportunity to work with you again in future.

*Chief Administrator, HKDMA*

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**UK Institute of Direct and Digital Marketing (IDM)**

**Email to: Brian (100%) Thomas**Wow! I don’t think we have had 100% delegate feedback before. Congratulations & many thanks for your continuing great work!

*Roger Wild, Acting Chief Executive, IDM*

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**Coaching and mentoring**

I have recently worked with Brian to help me with some key goals and actions to support me with setting up my freelance portfolio and coaching business. Brian was absolutely brilliant at getting me to focus on what was important and challenged me in a way that made me look at things from a different perspective.

Brian had great empathy with me, and I really felt like he understood completely where I was coming from and where I was aiming to get to which gave me such wonderful encouragement.

Brian was always extremely professional in his approach and listened intently to me. I always valued his down to earth approach and invaluable support at this time and it really helped get me kick started in the right direction. I can highly recommend Brian as a business coach and mentor *Tracey Rotsey*

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Brian has been my mentor since the early 90s and I appreciate so much the guidance he has given me over the years.

*Helen Trim, Worldwide VP for Digital Marketing at Alfresco Software Inc.*

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Brian is a very intuitive and practical coach and I always came away from our coaching sessions feeling confident that I had hit on something powerful and forward moving. We always had an amazing rapport, our conversations were flowing, and he listened very intently to me. I felt like he “got me”; he understood me completely.

Whilst Brian has helped me with my business goals I have to mention that he helped me in all areas of life. In particular, he was instrumental in my moving forward positively on a very sensitive and upsetting family matter that has been bothering me for some time now. I will always be so grateful for that coaching session. Without doubt I want to continue working with Brian *Sanae Floyd*

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I contacted Brian as I wanted some coaching to prepare for my transition from Operations Director to Managing Director of my company in 2016. I needed help bridging the gap between the two, allowing me to explore my concerns, and then find actions to best overcome them.

Brian has been incredibly helpful and insightful, and I have gained a lot more confidence to be able to deliver in my new role when the time comes. During our sessions, we covered 6 different issues I had, and he helped me come up with actions against these after each session.

I am thoroughly enjoying Brian’s help and I will undoubtedly continue to use him in the future *TP, Retail group, London*

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Brian is just what I need in a coach: he has a friendly but no-nonsense approach that keeps me totally accountable to myself and ‘on it’. I often find myself saying things out loud to Brian that I may have never even admitted to myself before! In all, I’d say I’ve learnt a lot about myself during the sessions and tackled some issues that have been buried for too long!

Although we have great rapport, I’m also slightly uncomfortable in our sessions (which is a good thing!) as it means I stretch myself both in terms of the goals I set with him and the different solutions and ways forward that I generate.

I very much value and appreciate the coaching sessions that I’ve done with Brian and wish him all the very best in his future coaching. I hope to benefit from his skills and expertise myself for some time yet! *Helen J Butler*

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Brian is a very capable and supportive coach, and has kept me focused, energised and moving with pace and purpose towards my overall goal. He has helped me to articulate clearly what my long-term goal is and how this can be broken down into sub goals which we have worked through at each session.

He is an absolute joy to work with and I always look forward to each session as I get so much out of them. Brian is very supportive and yet he asks the kind of questions that always probe that bit further – I know that when I turn up for coaching he will home in on anything where I am wavering a little – that is a key strength of his. He is very astute and yet has levels of empathy and insight which I strive for.

I have gained so much from him and now have greater confidence in my own ability to be successful. I can highly recommend Brian to anyone seeking coaching help. *Sandra Waldron*

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Brian has been coaching me since August 2015 and I have found each of our sessions extremely helpful.

His relaxed style gives me confidence to air my views and he always listens to me very carefully and makes me feel I can express myself without reservations.

However, his questions are always incisive, and these have helped me think things through carefully. He is not afraid to challenge my views but does so with great tact and awareness and this has helped me to reconsider some beliefs that were holding me back.

He always enabled me to clarify my goals and identify actions to help me achieve them. I came away from each of our sessions feeling very positive and confident. I certainly want to continue with our sessions. Thank you, Brian! *Deepali Shah*

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Brian has been just what I needed at this point in my life. His background in Business has given me the reassurance I have needed.

Brian has built our relationship with great care and attention to detail. He remembers everything, particularly the good stuff! And this means I can build on experiences and start to feel good about things that were initially quite daunting.

Through his coaching I have become more confident in my approach to marketing, advertising, pitching to clients, managing my workload, managing my time and thinking about my offer. I have moved forward in every area.

Brian is extremely professional, punctual, warm, welcoming, reliable and humorous. He is empathetic and a great listener. He focuses totally on my issues – it feels good to be listened to in such a wholehearted fashion. The testament to his coaching is how far I have progressed in such a short time. *Jenny Tower*

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Brian coached me with great passion and motivation. He is professional and inquisitive and knows how to get me to think outside the box and keep ideas growing. He asks challenging questions that keep me on track. Brian has all the credentials and experience to get you to your desired goals. *Robiha Nazir*

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I have worked with Brian since mid-2015. He has been immense, in helping me to regain my focus, set new goals and put a much more positive face on both my business and personal life.

For me, the key to having a good coach is that there is mutual respect for each other and Brian has the corporate background and life skills that matched my own in many ways. The coaching sessions we have had, are not just centred around a strict format, rather a two-way exchange of ideas, views, thoughts and an agreement of action required to move forward.

The concept of coaching is not new to me and I like Brian’s style and methods, which are relaxed, informative and overall, reassuring in that you are on the right path to getting towards your goals. I wish Brian every success in coaching others and I will maintain my contact with him in the future. *Geoff Macdonald*

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