

Executive Coaching Profile

**Robert Terry**

Board Level Executive Coach

Based in: United Kingdom**Languages: English****Qualifications:** BSc (Econ)
MBA

Founder and Managing Director of ASK Europe plc, is a former Chief Executive of the Adam Smith Institute. He graduated in Economics, later attaining a Masters in Business Administration at Cranfield Business School.

He has over twenty years' experience as a principal consultant, coach and facilitator, leading Board level projects in blue chip organisations and government departments in the UK, North America, Europe, Asia and Africa. He has a particular interest in helping leaders to identify and change the behaviours that stand between them and exceptional performance, and in the application of psychotherapeutic techniques to facilitate sustainable measurable behavioural change

In addition to continuing his work in economics, he also actively pursues interests in the impact of privatisation and de-regulation on organisational performance, and reform of Government, in which respect he has contributed to post-conflict re-construction projects in Afghanistan and Iraq.

Qualifications, accreditations and memberships

- BSc (Econ) in Economics (University of Hull)
- Masters in Business Administration (Cranfield Business School)
- Accredited in the use of the Strength Deployment Inventory (SDI), MBTI® Step I and II, FIRO®-B and FIRO® Element-B.

Selected clients

Barclays Bank
Department of Employment
Department of Work and Pensions
Philips
Powergen
Rothschild Private Management
Siemens
St Gobain
Yukos.

Coaching style

Robert focuses on listening well to enable him to portray back salient facts to the coachee to allow them to reflect. The foundations of his style of coaching are based on a combination of experience, reflective practices, and his knowledge of different coaching models – models that give clear behavioural change which can be measured!

In addition to his work as a coach and behavioural change programme designer and deliverer, Robert has chaired and facilitated a variety of large conferences (including the Powergen 2001 Safety First conference, DWP 2004 Programme and Systems Delivery conference, and 14 events for 100 people in the Leadership for Change project as part of the Modernisation of UK Government programme), fulfilled the role of Course Director on 20 week ASK public programmes for senior managers from organisations across western, central and eastern Europe, and facilitated board level strategic planning, marketing planning, process re-engineering and conflict resolution events for a variety of FTSE 100 and not-for-profit organisations.