



David Firth - Change management consultant, motivational trainer and conference speaker



David Firth can be contacted on 01344 779 438
Performance/knowledge management and executive coaching

David Firth is a consultant, writer and conference speaker specialising in the management of change, in communication and in corporate cultures. He is the author of eight books on the human side of business, including *How to Make Work Fun!*, *Corporate Voodoo*; *The Corporate Fool: saying the unsayable, doing the undoable* and *Smart Things to Know about Change*. He urges people to embrace not just the risk but also the excitement and fun of change.

David is expert in both small and (very) large group facilitation and his consulting practice also incorporates executive coaching and innovative training. The latter work includes *The Performance Programme*, a personal influence and communication course delivered to over 2000 people over the years and which has been called "a complete capsule lesson on life". Other personal development courses include *Positive Political Skills in the Workplace* and *Embracing the Future: how to thrive on change*.

At the heart of David's work is the practice of engagement - between leaders and followers, amongst team members, or between employees and the organisational strategy or purpose. The nature and quality of our engagement with ourselves and others determines the nature and quality of the work our companies do - and so we need to find different and better ways of engaging people than through barter, politics, fear and motivational speakers. David uses storytelling and Conversations for Change methodologies to help leaders and followers be more successfully enrolled - and effective - in change programmes that are characterised by respect, commitment, accountability and mutuality. Recent and representative projects include:

- Coaching the Board of a major UK plc through a period of wrenching transition, confusion and doubt
- Helping to turn around a culture of blame and negativity in a leading information and services solutions provider
- Helping a major beverage brand deliver its mission in Asia
- Delivering a Personal Influence Programme for a big retailer's high potential leaders
- Helping a leading software developer to become more resilient and confident in the face of increasing pressures in the marketplace
- Facilitating a two day meeting of 250 people responsible for one of the world's largest and most famous soap brands
- Providing team development support for a group of Breast Care nurses in the NHS

"I wouldn't hesitate to recommend him to others - but only if you dare to be different..."
Peter Attfield, Head of Organisational Effectiveness, Unilever