



Amethyst Consulting

Amethyst Consulting was founded to help leaders and organisations replace constant firefighting with strategic execution.

We work with CEOs, senior leadership teams, leaders and ambitious organisations who are tired of being busy, stretched and reactive - but know they are capable of delivering something far more powerful.

Our work is built around a simple belief:
Most organisations are underachieving - not because the strategy is wrong, or because their leaders are not capable, brilliant and working incredibly hard.

But because firefighting has taken over strategic execution.

When leaders are under pressure, urgent work takes over. The loudest problem gets the attention. Difficult conversations get delayed. Strategic priorities drift.

Everyone keeps working hard - but the organisation stops moving forward in the way it truly could.

And this is completely normal.

In fact, it is a fundamental human response to pressure: we move into survival mode.

That is where The Keystone System comes in.

The Keystone System is a practical leadership methodology designed to help organisations stop surviving operational pressure and start executing strategy consistently.

It helps leaders build the clarity, stability, accountability and practical rhythms needed to move from survival instinct into strategic thinking — and to hold the line, even when pressure rises.

Alex Thornton

Alex is the founder of Amethyst Consulting, a strategic leadership partner, facilitator and executive coach with deep experience helping leaders, teams and organisations perform under pressure.

Alex has worked with senior leaders across complex organisations in both the public and private sector, and specialises in working with growing SMEs.

She has led consultancy work across leadership development, culture, organisational development, team alignment and strategic execution.

Before founding Amethyst Consulting, Alex led and grew a leadership consultancy within a £40m wider organisation, helping turn it into a consistently profitable, award-winning business while working with hundreds of leaders and leadership teams.

Her work combines commercial understanding, emotional intelligence and practical leadership methodology.

She is known for creating spaces where leaders can think clearly, tell the truth, challenge old patterns and take meaningful action.

And because leadership work does not have to feel heavy all the time, Alex also brings playfulness, warmth, joy and very good coffee — or tea.

Helping organisations deliver something powerfully different

