



## John Clarke

Banking and Insurance  
Creative Industry/Arts

### Profile

John is a professional, highly experienced, Business Coach with a wide range of business skills. He was also the on-screen presenter for the highly acclaimed "Start and Grow" business learning platform which premiered at Olympia, London

25 years Commercial Banking experience with NatWest/RBS working with clients across a wide range of business sectors. As part of the Bank's Regional Lending Appraisal Team he developed a sound understanding of how to develop and present a Business Plan. He was a key player in award winning NatWest Staff Training programmes.

As a Business Trainer, his relaxed presentation style proves popular with delegates who, regularly, comment on the, "ease of understanding" and "knowledge and professionalism". Practical experience gained from running his own business is invaluable to clients when discussing business issues.

He also has a wealth of experience in the entertainment industry and has performed throughout Europe with various bands. Performances include Royal Garden parties for HM Queen and Prince Charles. He recently performed at Windsor Castle.

### Qualifications and Experience

- Institute of Banking Exams:
  - Accountancy
  - Economics/International Trade
  - Nature of Management
  - Practice of Banking
- SFEDI accredited Business Practitioner

### Some of John's Projects

**Client:** Clarion Housing  
**Sector:** Housing Association  
**Specialism:** Staff training re self-employment skills

**Brief:**

- Comprehensive training programme
- Explain process of self-employment registration and tax system
- Guidance on how to keep accurate records
- Financial control

**Outcomes:**

- Received excellent feedback for clarity and content
- Gave Housing Association Management team an understanding of the issues faced by their self-employed client base
- Understanding achieved of the UK tax system for self-employment

**Client:** Duetsche Bank London

**Sector:** Banking

**Specialism:** Staff Training – Business Mentoring

**Brief:**

- Develop material and present webinar discussing mentoring techniques
- Explain key points of mentoring

**Outcomes:**

- Webinar delivered to Bank staff
- Good interaction and very good feedback from the session
- Financial section particularly well received
- Staff understood how they add value in mentoring situations
- Highlighted the challenges they are likely to face
- Increased confidence

**Client:** TCD Media Company

**Sector:** Media

**Specialism:** Writing copy/Editing/Presentation skills

**Brief:**

- Write and edit suite of business start-up training materials
- Present 8 sessions in London studio

**Outcomes:**

- Outstanding feedback
- Professional suite of material created across areas including Marketing / Finance / Bookkeeping / Taxation.
- Business plan templated developed together with a suite of Financial Forecasting tools which are widely used.
- The TV production company benefited from my script editing and technical knowledge. Led to project being acclaimed as the best online business training platform resource available. Previewed at the Business Show in Olympia, London