

# Andy Hall

## Coaching Profile



### Personal Statement:

"I add significant value to those I spend time with, through my passion for Coaching & Leadership.

I empower transformational change, challenging my Coaching clients and the teams I work alongside, to create greater action, leading them towards high performance, whilst inciting a passion to achieve their purpose, vision, and goals, and deliver outstanding results.

Trust is the foundation of every Coaching relationship and I act with uncompromising honesty and integrity in all that I do.

I passionately believe in helping individuals and teams grow, develop, and truly **maximise their potential** through my Coaching ability and my experience in leading high performing teams to success."

### Business Background & Coaching Experience:

Before becoming an Executive Coach in 2013, Andy had 30 years' operational and senior leadership experience in leading retail and leisure organisations in both the UK and US. He led multiple large scale operational teams for significant international brands including WH Smith and Currys PC World.

Since leaving the corporate world, Andy founded **AHC** providing coaching and training for individuals, teams and organisations.

Having identified coaching as a key area of success in his leadership roles for many years and experiencing first-hand the positive impact that coaching had personally as well as on those he worked with, he formally qualified as a Coach with the International Coaching Federation and since then has been coaching leaders across the globe.

He brings rich experience in one-to-one and group coaching, as well as in leading and delivering transformational business and culture change, often in very challenging business contexts.

He designed and now delivers **Leader As A Coach**, a 12-month program to develop the core coaching skills in leaders to maximise their team's potential.

One of Andy's most significant clients currently is the United Nations (UN), for whom he coaches leaders globally.

Andy also delivers coaching and training as an Associate for some of the best consultancies in the UK and internationally.

Through one of these Associate roles Andy has coached senior officers and leaders of the Metropolitan Police as part of the 'Leading for London' change programme.

For over eight years, Andy has been a member of the **Empowered Living Community** which brings together over 28,000 like-minded influencers and agents of change from all walks of life.

He is an Executive Coach for the Empowered Living Community and has been working with individuals on bespoke 12-month coaching and mastermind programs for the last 4 years.

Andy is also the Relationship Director for the Empowered Living Community.

### Areas of Expertise:

Executive Coaching  
Leadership Development  
**Leader As a Coach** Training & Facilitation  
Group Facilitation  
High Performance Team Development  
Transformation and Behavioural Change  
Personality Profiling utilising MBTI and DISC  
Bespoke program design and delivery

### Education & Professional Membership:

ICF Associate Certified Coach (2015 – 2021)  
Business NLP Practitioner  
MBTI Type 1 & 2 Practitioner  
DISC Certified Trainer  
ILM Leader as a Coach accreditation  
Certified John Maxwell Coach, Trainer and Speaker

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### Training & Facilitation Experience:

Andy's signature program is **Leader As A Coach**, which he personally developed in response to a real issue he had observed throughout his career: leaders managing process and task instead of leading people! Managing or telling individuals what to do inevitably leads to untapped potential within a team, which in turn leads to poor engagement, high people turnover and unnecessary and significant recruitment costs. Coaching will instead maximise the potential of every team member, significantly improving bottom line profit. The program trains leaders to take more of a coaching approach in their role: saying less, asking more, and thereby changing the way they lead forever. The program incorporates training and facilitation, plus observation and feedback on frequent coaching practice sessions.

Andy regularly delivers a variety of training and facilitation workshops, both virtually and in person. These sessions are often bespoke, created in partnership with a client to incorporate AHC content delivered to meet the client's objectives.

Andy facilitates MBTI and DISC half day and full workshops for teams, incorporating personality profiling tests and one-to-one report feedback.

Through his Associate work, Andy has jointly facilitated a two-week leadership change workshop in China for a leading automotive supplier. He was also the lead facilitator for a series of week-long events across several years, delivering leadership skills training to 180 new graduates for a leading UK automotive supplier.

Andy has facilitated a variety of half-day skills workshops in numerous UK Civil Service government departments including:

- Delegation Skills
- Leading in Ambiguity
- Influencing Skills
- Giving Feedback
- Quality Conversations
- Objective Setting

### Voluntary and Pro Bono Activity:

Andy has spent time at International Transformational Leadership events with the **John Maxwell Team**, developing leaders to create a permanent and significant impact in those countries

- Paraguay, February 2016; Costa Rica, March 2018

Andy has mentored several individuals with the **Prince's Trust**

- the Prince's Trust has to date supported over a million people aged between 16 and 30 to get started in their careers

### Client Engagements include:

#### Retail & Sales

- Primark, UK & Ireland
- Everest Windows, UK
- Fuji Films, UK
- Wolesely, UK
- B&Q, UK
- Wilko, UK

#### Property & Agriculture

- Bathurst Estates, UK
- Plantivity, USA
- Bell & Evans, USA

#### Logistics

- Elleven Logistics, USA

#### Manufacturing & Technology

- Jaguar Land Rover, UK
- Nissan, UK
- Rockwell Collins, UK
- Tate & Lyle, UK

#### Restaurants & Leisure

- EasyJet, UK
- Whitbread, UK
- RMS Consulting, Worldwide

#### Medical, People and Insurance Services

- Munich RE Insurance, Germany
- Legal & General, USA
- One Cross Health, USA
- Advocates for Success, USA

#### Government & Other

- Metropolitan Police, UK
- Civil Service (various departments), UK
- Criminal Cases Review Commission, UK
- United Nations, Worldwide
- UNICC, Europe

In addition to the above, Andy coaches and mentors many individual entrepreneurs and Coaches across the UK and USA.