



**John Anderson**

## A bit about me...



I believe that people have huge potential and I have a real passion for helping them to unlock their talent, improve their performance and to achieve successful outcomes in extremely challenging sporting or business environments. By creating the right environment, promoting collective leadership, responsibility and ownership at all levels, talented people can develop, grow and achieve peak performance. My passion for people development is underpinned by my somewhat unique background and

experience of coaching, high performance and leadership development in Olympic sport, as well as business and military sectors.

For 23 years I served in the Royal Air Force, during which I managed the RAF Leadership Development Centre, and went on to specialise in training at the Ministry of Defence both within the UK and overseas. I was awarded the RAF Sword of Honour for outstanding leadership, and was made an MBE in 1991 for services to the organisation and management of personal development and leadership training in the RAF.

I went on to lead the British Canoeing Olympic Performance Programme as the Performance Director for 20 years, through five Olympic Games. My focus was on developing and implementing the performance strategy, transforming the culture and creating the high performance environment where athletes could thrive. We were a sport that had never won an Olympic medal and it was an honour and a privilege to support the athletes and coaches to win 16 Olympic and 5 Paralympic medals, including 5 Gold medals at Rio 2016.

My career in executive coaching and leadership development in business started 10 years ago, with a focus on supporting leaders to identify and leverage their strengths. I place high importance on being authentic and creating rapport and empathy with my clients. I bring an open minded, flexible approach, adapting my style and methodology to the needs of the individuals and their business context. In periods of transition, I support clients to recognise leadership challenges, to successfully overcome them and to develop resilience and adaptability.

## Professional Credentials



- Masters in Executive Coaching (Merit) and accredited coach - Ashridge Business School
- Accredited Executive Coach - The Academy of Executive Coaching
- International Coach Federation - Associate Certified Coach
- Qualified psychometric testing: MBTI, Firo-B, Hogan. NLP practitioner

## My Clients Include:



UK Sport  
NHS  
UK universities



KPMG  
and others across  
financial services, retail  
and marketing sectors



## Client View

"As a coach in a performance business environment, I would have no hesitation in recommending John. He has an easy but professional manner and it is not difficult to see why he has been so successful in his career to date. John doesn't tell me what to do; he has the skills to get me to find the answers through questioning and challenging my thinking."  
Steve Collyer LLB, MD - UK top 50 firm of Independent Financial Advisers

**A QUICK  
FACT**

In 1980, I broke the record for kayaking across the English Channel and this record stood for 14 years.