



John Anderson
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A bit about me...

I started coaching over 35 years ago and I feel privileged to be able to work with leaders and their teams to support them to overcome obstacles and improve their performance. I have a strong track record of success in strategic leadership, directing high performance and executive business coaching with individual leaders and their teams. I was a Team GB Performance Director for five consecutive Olympic Games from 1997-2017. During this time, I supported athletes to win 16 Olympic and 5 Paralympic medals including five Gold medals at Rio 2016. More recently, I have 10 years' experience as an executive performance and Team coach providing support to public and private sector business clients and their teams at all levels of the leadership pathway from first time managers to 'C' suite executives.

I believe that people have huge potential and I have a real passion for helping them unlock their talent, improve their performance and achieve successful outcomes in extremely challenging business or sporting environments. For me, Coaching is unlocking a person's potential to maximise their own performance.

When I am not coaching, I love to get outdoors and keep fit walking and skiing in the mountains, kayaking on rivers and mountain biking with family and friends.

I've worked with...

- Johnson Matthey
- Welsh Rugby Union
- Carnival
- Insight
- Celesio
- Football Association

Credentials & Qualifications

- Masters in Executive Coaching (Merit) and accredited coach, Hult/Ashridge Business School.
- European Mentoring and Coaching Council (EMCC EIA); Master Practitioner.
- International Coach Federation (ICF); Professional Certified Coach (PCC).
- The Academy of Executive Coaching Diploma. Action Learning Set facilitation.
- Barefoot Coaching, Certified in Executive, Business and Leadership Team Coaching.
- Qualified psychometric testing: MBTI 1 & 2, Firo-B, Hogan, Lumina Spark, Spotlight.
- UK Sport - Endorsed High Performance Mentor. NLP practitioner. Leadership 360. SDI.

Client View

"John was a dedicated coach and encouraged me at every level to help me turn my business growth ideas into reality. With his encouragement, support and measured assessment of the situation, his questions challenged me to think critically about those ideas. Always objective, he helped me to quickly identify problem areas in moving forward and guided me to find my own strategies and solutions, leading to a successful outcome."

Colleague View

'When you first meet John, you would describe him as a wise and calm expert – passionate about coaching and people potential. And then he just happens to mention his Olympic Performance Director role, ever so humbly, and you realise his wisdom is grounded in really high performance – and he gets results!'