



A bit about me....



Ash Smith
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"I have a bit of a following in the photography world as a "street photographer" - you can find me on Instagram - @ashsmithone"

I'm a performance coach with over 20 years experience of helping people make permanent behaviour changes. My coaching background is primarily in sport, at grass-roots, commercial and elite levels and I have been privileged to work with and coach some outstanding athletes, having coached players to 8 Junior World Championships, 3 World Team Championship medals, Paralympic medals and numerous appearances at Wimbledon, I have captained my country on 6 occasions, winning a World Team Cup Gold medal in 2013 (probably my proudest achievement as a coach – even though I rarely take credit :))

Throughout my career I've supported high performance individuals, presented at national conferences and developed, delivered qualification and CPD courses and worked with the EIS/UK Sport to develop best practice in Talent Pathways and Talent Confirmation/Selection Programmes.

I have worked with some of the world's best practitioners in psychology, change management and leadership, all working towards my philosophy of building "adaptable experts": people who can think on their feet and respond to the dynamic environment around them effectively.

I am passionate about bringing the skills I developed coaching elite athletes and working in elite sporting systems to the commercial world, to help develop the mental skills and systems required to thrive and not just survive in life and in business.

I've worked with....

- Governing Bodies
- Non-Governmental Organisations
- Charities

Colleague View

"Ash has a wickedly dry sense of humour, and brings a great sense of curiosity to our conversations. I'd describe him as quietly passionate, with a really interesting background and breadth of experience in coaching, which he's really willing to share."

Client View

"Ash ticked every box with the assignment for our event. He delivered a talk which was engaging, interactive, humorous, insightful and above all, gave our delegates something to take away and implement in their own business lives. We'll certainly be working with Ash again and would highly recommend other businesses to do so!"

Credentials & Qualifications

- Member of Institute of Leadership and Management
- International Coaches Institute (ICI) – National Master Professional