

## Biography

I'm a performance coach with over 20 years of experience in enabling lasting behaviour change.

My coaching background spans grassroots, commercial, and elite levels of sport. I've had the privilege of coaching exceptional athletes, guiding players to 8 Junior World Championships, securing 3 World Team Championship medals, Paralympic medals, and numerous Wimbledon appearances. I've captained my country six times, achieving a World Team Cup Gold medal in 2013, a personal highlight.

Throughout my career, I've supported high-performance individuals, presented at national conferences, and developed and delivered qualification and CPD courses. My collaboration with EIS/UK Sport aimed at refining Talent Pathways and Selection Programs.

I've also worked with top practitioners in psychology, change management, and leadership to shape my philosophy of nurturing "adaptable experts."

I'm passionate about applying the mental skills and systems I've honed in elite sports coaching to the commercial world, equipping individuals to thrive, not just survive, in life and business.



## Ash Smith

### Team Coach

### Clients

- Levi
- Insight Technology
- Siemens
- Talk Talk
- Carnival UK
- MARS
- Pet Nutrition
- Miele
- Leadec
- Service Express

### Qualifications

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

## 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!"



[Watch Ash's  
YouTube Video](#)