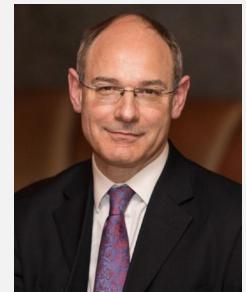


Steven Parker

“Navigating people and businesses through periods of complex change, to help deliver improved performance and to help them be their best – that’s my passion.”



I have had a successful business career of going into difficult and ambiguous situations, where traditional approaches may have failed. The solutions weren't obvious and the future depended on deep thinking and strong collaboration to find new solutions and a way forwards. Key to this was how to inspire and involve people and teams, securing buy-in so they become the real drivers and owners of future success. My experience is that change and its challenges opens up a world of possibilities for new ways to work and operate. Grasping that opportunity is something that today's leaders increasingly need to do.

Even if you are experienced at it, change and business transformation is one of the most difficult tasks you will ever have, as a leader. If this is new to you or the challenge is greater than you have previously managed, finding a sounding-board can be both helpful and powerful. Either way, my role is to help you think through the business and people issues, so nothing is missed and to help you have the confidence to move forwards with your plans – for your business and your career.

Now, as a coach, my passion is to use my experience to help others to lead their companies and people through the transformation of their businesses and, by constructive challenge and personal reflection, to enable them and their businesses to be the best they can be.

Experience/Business Experience

I have been managing such change issues across complex blue chip multi-national business. I have lived and worked in 12 countries in different parts of Europe (from the UK and France through to Russia); the Middle East; Africa; Asia (including Hong-Kong and Singapore) and Australasia.

I have worked in businesses as diverse as innovation and technology (Visa, Experian); wealth management and financial services (HSBC, Standard Chartered); strategic consulting (Booz-Allen), and hospitality (Holiday Inns). I have mostly worked in complex matrix and multi-cultural environments but also in social enterprises and charities. The common thread is that I was brought in by organisations that wanted significant change and new ways of thinking, particularly to better understand or service their customers. My success has been based on working broadly and collaboratively to ensure that the right business decisions are made at all levels - from Board to the staff, and that people are enabled to participate and contribute fully. Working with all stakeholders, whether regulators, customers or staff, de-risks change very substantially.

Personal

I love travel and frequently return to Asia. I continue my participation in the world of culture and arts, as Deputy Chairman for The Audience Agency. I enjoy theatre, cinema, dance and opera. I am passionate about opportunities for young people and am a Trustee for the Foundation for Social Change and Inclusion (UK). I am also a volunteer counsellor, at Metanoia Counselling and Psychotherapy Service.

Education and Qualifications

- Fellow/Chartered Director, Institute of Directors, UK
- MSc. in Executive Coaching, Ashridge-Hult Business School, UK (including EMCC Accreditation)
- MBA, INSEAD Business School, France
- MA Hons. in Modern Languages and Philosophy, Oxford University, UK
- Languages: English mother tongue, fluent French, basic Russian, Spanish

Selected Client Companies

I have coached executives of many nationalities, in diverse businesses from professional and financial services through to technology and arts organisations.

Previous clients include:

Diageo
Experian
London Business School
National Museum of Scotland
NHS Digital
Trussell Trust
Visa Inc.

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