

# Mentor Profile

**Mentor Name**      **Adrian C Holdstock**

## Pen Portrait

*Please give a brief profile of yourself in 50-75 words*

A self-employed life coach and business coach with over thirty-five years experience in leadership and management in public, private and voluntary sectors. Over last six years has enabled SMEs to thrive and grow through clear business strategies and focussed approaches to markets. Also enables individuals to find their dreams, overcome obstacles and achieve their ambitions.

## **What is your greatest achievement so far?**

Enabling a client in ten months to grow turnover by 21%, profit by over 300% and win the EMDA award for the Region's "The One to Watch" high growth business 2011.

## **Name an organisation (other than your own) that you see as the perfect one and why?**

Business Network International (BNI) is a splendid example because it has evolved the culture and processes to truly benefit its members' business growth through word-of-mouth marketing

## **Name a business leader that you admire and why?**

I admire Jim Collins, author of *Good to Great*, because he has used his enthusiasm for thorough research to demonstrate some key timeless lessons about how people can make organisations

## **Why are you passionate about mentoring?**

I love using my coaching skills, and wide knowledge of the human psyche and approaches to business strategy, to enable clients to discover great ways forward in life and business.

## **Who or what has been your greatest inspiration?**

The success achieved by each of my clients inspires me to continue to want to serve more people through my coaching and mentoring skills and passion.

## **Professional Qualifications:**

Member Institute of Consulting

Member Chartered Management Institute

Diploma Strategic Business Coaching, 2009

Diploma Life Coaching, 2006

MA Theology and Pastoral Care, Nottingham University 2003

MA Engineering Peterhouse, Cambridge, 1974

## **Experience:**

Wide variety in three professional careers: 15 years in leadership and management of engineering in the RAF; 15 years varied roles in Severn Trent Water including facilitation; years as professional life coach and business coach. Experienced in Belbin team-role analysis. Plus voluntary experience in paragliding as UK chief examiner and safety/training chairman; as selection team leader and volunteer in a Samaritans branch; and as ordained minister in Church of England benefice of thirteen churches, providing strategic leadership, preaching, teaching, pastoral care and spiritual direction.

## **Skills and Expertise:**

Life coaching. Business coaching. Strategic analysis and direction finding. Leadership training. Belbin team-role analysis. Team building.