

# Mentor Profile

**Mentor Name** Steve Couchman

## Pen Portrait

Steve has mentored many SME owner managers, and coached company directors on the EMDA High Growth Programme.

He is highly skilled, drawing on over 30 years experience in leadership positions within SMEs and 'blue-chip' multinationals spanning manufacturing, distribution and the service sectors. He has direct experience of starting-up businesses from scratch and has 'spun-out' high technology companies from Universities.

Steve utilises his considerable skills in conceptual thinking and strategic planning to identify main drivers and analyse complex problems. His 'hands-on' approach assists clients in developing solutions for their businesses.

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

*Negotiating and securing £2 million venture capital funding in the depths of the recession and spinning out two University high-technology companies*

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

*Even those companies that strive for perfection are shaken by market forces and rarely reach it. At this moment I would choose Apple for its innovative and ground breaking products*

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

*Richard Branson – he is highly successful, works hard but still finds time to enjoy his hobbies*

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

*There is something really rewarding in unlocking the potential within people, transferring skills and knowledge and seeing them flourish and prosper*

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

*I am greatly inspired by people who, from nothing, have built successful businesses and organisations*

## **Professional Qualifications:**

2011 Currently studying for the LSIS, ILM accredited, Diploma in Advanced Coaching Practice  
2009 CertLL in Leadership Capability 2009, University of Coventry  
2009 Diploma in Strategic Management and Coaching, CMI accredited  
2008 Diplomas in Coaching, NLP and Counselling  
2007 A1 NVQ Assessor  
1992 IOD Diploma in Company Direction  
1975 BSc (Hons) Degree, University of Kent

Proficient in Microsoft Word, Excel, Outlook, Explorer, PowerPoint, Visio, ACT, and integrated management systems.

Other courses include: Key Account Management, Negotiation Skills, Health & Safety, Presentation Skills, Strategy Planning, ISO9000, AQP – Advanced Quality Planning, FMEA, TQM, Gap Analysis, Cycle Time Management.

FCMI – Fellow of the Chartered Management Institute

AIC – Associate of the Institute of Consulting

MIOD – Member of the Institute of Directors

AILM – Associate of the Institute of Leadership & Management

## **Experience:**

Steve is comfortable interfacing at all levels and has excellent communication and interpersonal skills together with a cultural sensitivity gained from working within Japanese and American companies and managing European business.

Steve is committed to achieving results through people, where his practical and pragmatic approach delivers highly effective solutions reflected on the bottom line. He is passionate about Total Quality Management and believes that achieving "Customer Delight" rather than just satisfaction is paramount to the continuous profitability and success of a company.

Steve has been a business mentor and coach for many years, and has successfully assisted companies in diverse sectors ranging from the shoe industry through to recruitment, electronic components, property management, leisure, training, website creation, and online selling.

## **Skills and Expertise:**

Steve's skills and expertise are in the fields of:

- Coaching, mentoring and leadership development
- Business and strategic planning facilitation
- Marketing and new product introductions
- Sales and business development strategy
- Customer service enhancement programs
- HR management and culture change implementation
- Start-up businesses and University spin-outs
- 'Peak Performance'™ training
- Communication & presentation