

Australian Role Models

corporate performance consultant,
PERSONAL COACH & #50
professional speaker

What is your role?

To facilitate the conversion of an individual's or organisation's potential into personal, professional and commercial performance, to assist them to realise their personal ambitions or corporate objectives in a timely and proficient manner. This is achieved through a combination of personal performance psychology coaching and commercial strategy development and management.

How did you reach the position you are in now?

Hard work and persistence. I set my goal, planned for its achievement, followed the plan and here I am. However, it had a lot to do with the results of my research into the identification of the attitudinal traits and practices of superior performing individuals. In order to fulfill my personal desire to share my psychological performance and commercial effectiveness insights with others, I established the Institute of Corporate Psychology.

Where and how long did you need to study for your profession?

It isn't really possible to study my specific profession at Uni, although a private Australian University funded my research. My qualifications stem from 19 years of commercial business management and training experience, predominantly in the Sales and Marketing sector.

Did you have a lucky break?

No, and I'm not a big believer in luck *per se*. I believe you make your own luck. The harder you work, the luckier you get.

What or who inspires you?

Witnessing any superior level of performance or achievement inspires me. This ranges from the design, engineering and performance mastery of a Porsche, to the supreme level of dedication, skill, focussed concentration and self-belief of a Formula 1 driver.

What was your first ever job?

Doing odd jobs around the neighborhood when I was a kid, weeding



gardens, washing cars, etc. It was a good little earner for a ten-year-old. I didn't realise it back then, but that experience taught me a lot about taking responsibility for outcomes and how my attitude and decisions influenced my destiny. However, my first real job was at a small suburban supermarket.

Did you always think you would become a Corporate Performance Consultant, Personal Coach and Professional Speaker?

Not exactly. It's not the kind of profession your school guidance counsellor advises you to consider. However, as far back as I can remember, I have always had an interest in psychology and business, so it is logical that I ended up in the industry that combines both of those interests.

What advice would you give anyone looking to get into your career?

Combine the study of psychology with an MBA, then contact the most successful consulting firms in the business. Share with them your aspirations and secure a position on their team. Listen, learn, practise and hone your skills, as confidence stems from competence. It's a little like serving an apprenticeship.

Are there any opportunities in your industry?

Without doubt. The industry is growing at a rapid rate. After all, it matters little what industry you're in, the reality is that we are all in the people business. The corporate sector is becoming increasingly aware of this fact, as are individuals, who are actively seeking life coaching.

Are you in the industry for the long term?

Absolutely. I am very passionate about my industry, which explains my being drawn to it. When you enter this industry, it's more of a calling than a career. As the saying goes, if you do what you love for a living, you'll never work a day in your life.