

Alec McPhedran FCIPD, MAOC

Competencies

Design and delivery of training in:-

- Leadership
- Management
- Negotiation
- Front Line Management
- Handling the Media
- Communication
- Presentation Skills
- Coaching
- Trainer Training
- Performance Management
- Creativity and Innovation
- Pitching Skills

Style

Alec is a great believer in experiential and engaging learning. His approach is very much client and participant driven. Once learning objectives have been agreed, Alec focuses on facilitating the learning, involving people and allowing them to reflect on what's happened and then how new models and experiences can be applied practically and successfully in the workplace. Coming from a creative background, Alec likes to push learning in new ways to make it engaging, fun yet fundamentally, practical and real.

Clients

Alec has an incredibly wide and international client base. From broadcasting to architecture to insurance, Alec has built his reputation on being adaptable and pragmatic. Current clients include Virgin Media Television, Schlumberger, Norwich Union, the RAC, National Film and Television School, Oxford Management, RMJM and NFU Mutual.

In recent years, he has previously designed and delivered learning and development programmes for 01ZeroOne, NME Media, Screen WM, North West Vision and Media, NESTA, Virgin Mobile and The Research Centre for Interactivity.

Background

With over 25 years in learning and development, Alec has progressed from management to training through to becoming responsible for the development strategy for a number of UK high profile business including Channel 4, Railtrack and Financial Times Management. He has chaired various UK wide learning groups and was a member of the government task force for developing the training strategy for broadcasting with Ofcom. Alec's experience covers training delivery through to organisational development and learning strategy. He has also designed, delivered and moderated academic and vocational based programmes. Alec specialises in people development as well as learning and development techniques. He is a qualified coach and a member of the Association of Coaching.

He is also a Chartered Fellow of the Chartered Institute of Personnel and Development, a member of BAFTA, the Royal Television Society and a Princes' Trust Mentor.

'I have two beliefs with learning. The first is I am here to help people achieve. The second is that the best prediction of your future is whatever you believe it will be. On that basis, I work with people to positively focus on where they want to go. The talent is always there; it's about making and taking the time to find it'

For more information:

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