

Simon Wright

Competencies

Creating experiences in:-

- Behavioural development
- Leadership
- Team development
- Influencing skills
- Feedback skills
- Change Management
- Corporate Storytelling
- Coaching
- Lateral Thinking
- Brand Alignment
- People Engagement
- Creativity and Innovation

Style

- Dynamic & Passionate
- Challenging & Provocative
- Partnering & Collaborative
- Informal & Fun

Clients

Aviva, BAA, Barclays, BBC, British Airways, BT, Bupa Healthcare, Camelot, Chelsea FC, De Vere Hotels, Ealing Borough Council, Kettle Foods, London Underground, Marks & Spencer, Mercedes-Benz, Microsoft, Nike, PepsiCo, Setanta, Virgin Media and Vodafone

Background

He started his career in Customer Services within British Airways before leading a world-wide management development programme within the airline. Having established his OD credentials, Simon then cut his teeth on creative communication with a number of small agencies before co-founding LIVE as Strategy Director in 2000. Having played an instrumental role in establishing Live as a premier player in the brand experience field, he then left to explore fresh opportunities as an independent consultant.

“A brand is a promise, made to every customer, and kept by every employee, every day. There is no more important pursuit for a business than motivating and enabling its employees to keep that promise”

For more information:

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