

# Executive Coach Profile

Worldwide  
Senior Executive Coach

**Laurence S. Lyons**

PhD. MSc. Dip.M Adv. Dip.O&M MCIM



**A renowned executive coach of the highest ability and credentials**

**Laurence (Larry) Lyons** specialises in the introduction, design and implementation of large-scale executive coaching programs. He is a leading expert in the design and deployment of 360-degree feedback systems to support personal learning, team development, cultural shift, and organizational change.

Larry leverages his vast academic know-how and hands-on practical experience from working across all business functions, across geographies, and in challenging situations to assist each individual client he coaches.

Larry's works on a one-to-one basis with each leader. His action-learning approach seeks to advance personal development while at the same time producing immediate business benefit. Job titles of the very many individuals Larry has coached include CEO's, main and divisional board members, and high-potential fast-track middle-managers. Larry excels in working in situations which are strategically challenging and politically sensitive, and where feedback is not available.

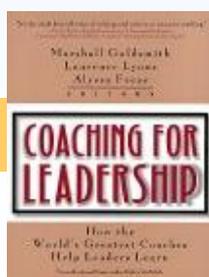
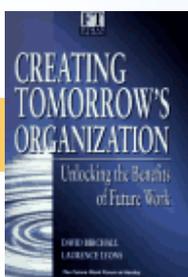
An early pioneer of the executive coaching approach, Larry introduced his idea of *Strategic Cell Development* in his landmark work at McKechnie (a Times 350 company) in 1992, which he presented to the *Strategic Planning Society* to wide acclaim. More recently, Larry has expounded the ideas behind his *Strategic Coaching Model* in his book *Coaching for Leadership*. This model makes the vital integration of coaching with organizational development, team development and business strategy. It forms a cornerstone of much of Larry's work in program design, and in his personal practice as an executive coach.

Larry's coaching and consulting clients include: Aventis Pharma, British Airways, British Broadcasting Corporation, Deutsche Bank, Equant (Paris), Dresser Industries (USA), Lufthansa (Frankfurt), Oracle (Nordic), PriceWaterhouseCoopers, WH Smith, Unilever (Milan).

Laurence Lyons holds a PhD from Brunel University UK in Organizational Design; a MSc in Management with Marketing and Finance electives; an advanced diploma in Organization and Methods; and the Diploma in Marketing awarded by the Chartered Institute in Marketing. He writes and teaches on Management, Leadership and Coaching topics. Most recently he was interviewed on BBC Radio 4 *Broadcasting House*, and the *Sunday Times* ran an article on his coaching work at Equant, Paris.

## THUMBNAIL SKETCH

- ❖ Former Technical Director, Digital Equipment
- ❖ Extensive management background includes hands-on line manager and senior staff positions
- ❖ Specialist in working at the most senior levels in *Fortune 500* organizations
- ❖ Cross-cultural and cross functional experience throughout USA and Europe
- ❖ Acclaimed expert and teacher of executive coaching and organizational development
- ❖ Founder Director of the Future Work Forum and Associate Faculty, Henley Management College, Oxfordshire, UK
- ❖ Invited member of the Peter F. Drucker Foundation Thought Leaders' Forum (*now Leader to Leader Forum*)
- ❖ Author of "Coaching for Leadership: How the world's greatest coaches help leaders learn" (Jossey-Bass), described as the seminal book on leadership and coaching by CIP (UK).



Phone +44 (0)870 787 2209

**Metacorp Executive Coaching**

Fax +44 (0) 870 164 0959

Email: [lslyons@lslyons.com](mailto:lslyons@lslyons.com)

[www.lslyons.com](http://www.lslyons.com)

