

# RICHARD WINFIELD – EXECUTIVE SUMMARY

## “The Independent Authority on Director Development”

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### PROFILE

International trainer, corporate facilitator and published author specialising in corporate governance and coach training, with comprehensive experience of Internet, industry, business, the professions, public bodies and local authorities.

A strategic, analytical and innovative thinker. Executive coach, mentor and facilitator to directors, top teams and business leaders. Course and programme designer to international standards.

Expertise in corporate governance, strategic and organisational analysis, organisation and cultural change, executive coaching, director and management development.

Highly qualified with a rich and varied career covering start-ups, privatisations and acquisitions with small, large and international organisations in the UK, Europe, USA, Middle East, Asia and Africa.

### ACHIEVEMENTS

- Founder of The Directors' Academy; international trainer – governance and director development.
- Published author of 'The New Directors Handbook' and 'Reflections of a Corporate Coach'.
- Conceived and implemented innovative organisation development strategy for £500m international engineering group, including director development programmes for subsidiaries.
- Brought public sector and commercial organisations to Investors in People standard, including first magistrates courts service in the UK and the first local authority in Wales to receive the award.
- Co-founded successful (£4m) magazine publishing group; negotiated sale/purchase of businesses.
- International silver medal and regional awards for public transport strategy development.
- Created 'Invisible Coaching® - the art of natural coaching' coaching model.

### EDUCATION & QUALIFICATIONS

BSc in Civil Engineering, Nottingham University	1969
MSc in Highways & Transportation (Transportation option), Salford University	1970
MSc in Management & Technology (Finance & Accounting options), UWIST (Wales)	1982
Practitioner Certificate in NeuroLinguistic Programming (John Seymour Associates)	1994
Master Practitioner in NeuroLinguistic Programming (Sue Knight Associates)	1996
NLP Global Training & Consultancy Community (Robert Dilts et al)	1998
NLP Success Factor Modelling (Robert & John Dilts)	2004
Wealth Dynamics Master Practitioner	2008
International Master Trainer (Blair Singer and T Harv Eker)	2009

### EMPLOYMENT HISTORY SUMMARY

<b>The Brefi Group Limited</b>	<b>1983 to date</b>
Founder & Principal Consultant	
<b>International Association of Coaching</b>	<b>2010 to 2012</b>
Member of board of governors	
<b>Birmingham Forward Limited</b>	<b>2005 to 2011</b>
Board director, Transport Champion, representative on West Midlands Business Transport Group	
<b>Landor Holdings Limited</b>	<b>1986 to 2003</b>
Co-founder & director, director Kennington Publishing Services Ltd	
<b>Haden MacLellan Holdings plc</b>	<b>1995 to 1998</b>
Responsible to Chief Executive for organisation development across the group	
<b>Dyfed County Council</b> - Chief Assistant Transportation	<b>1975 to 1981</b>
<b>Hans B Barbe &amp; Associates</b> - Senior Consultant	<b>1973 to 1975</b>
<b>Marconi Company</b> , Research Division - Research Engineer & Systems Analyst	<b>1970 to 1973</b>

**DATE OF BIRTH:** 15<sup>th</sup> April 1947 (73 years)

## **RICHARD WINFIELD CAREER DESCRIPTION**

In the late 1960s Richard Winfield gained an honours degree in civil engineering and a masters degree in highways and transportation, followed by a ten year career as a transportation planner. He specialised in public transport as a pioneer in bus location, personal rapid transport systems and rural transport need, combining computer modelling, strategy development and interpretation of social behaviour. He was a frequent speaker at national and international planning conferences and winner of three awards for his work in rural transport.

In the early 1980s he gained a masters degree in management, followed by careers as a management consultant and publishing entrepreneur, combining interests in business and the impact of public policy. He was closely involved in the privatisation and deregulation of the UK bus industry as co-founder and publisher of the trade newspaper *Bus Business*, organiser of national conferences, and through submissions to parliamentary select committees.

In the early 1990s his interest in business took him into organisation development through some 20 Investors in People projects, including the first magistrates courts service to gain the award and the first local authority in Wales. It was at this time that he embarked on his study of NeuroLinguistic Programming. Later, he worked inside a £500 million international engineering group laying the foundation for organisation and management development at director and senior manager level, spending some 25% of his time in the USA.

In the new century his career become truly international, with a focus on corporate governance, director development and facilitation, including corporate retreats, executive and team coaching, scenario planning, strategy development and business planning.

In 2010 he launched coach training in Asia, Africa and the Middle East. He created 'Invisible Coaching®' and developed the course material for the ASEC Coach Certification Program.

He is the author of 'The New Directors Handbook' and the 'CPD for Directors' series. In 2017 he launched TheDirectorsAcademy.com to provide distance learning products for directors, followed in 2020 by Coaching-Resources.com.

Richard is IT aware, having been involved in applications development for four decades from main frames, through military hardware, micros, PCs and the Internet.

Since 1981 Richard has followed two careers – as an entrepreneur/consultant and as an employee – which are described on the following pages.

### **Generic skills**

- Strategic/systems thinking
- Organisation development
- Corporate governance
- Executive coaching and coach training
- Facilitation and scenario planning
- Team building, cultural change
- Vision, mission, communication
- Training programme design

### **Industry experience**

- International automotive industry
- Public passenger transport
- Newspaper, magazine and books publishing
- Industrial services/industry, business, professions, public sector, SMEs
- Internet

### **Regional experience**

- UK, South and West Africa, Arabian Gulf, North America, Europe, India, SE Asia

### **Continuing Professional Development – short training courses since 1982:**

High Performance Coaching; Managing Change; Investors in People; Stress Management & Counselling Skills; Process Consultancy; Psychometric Testing; Personal Presentation Skills; various NLP; Outrageous Consulting Behaviour; The Disney Approach to Quality Service; High Performance Management Competencies; NLP Training & Consulting (Robert Dilts), Time Management; Accelerated Learning for Trainers; Success Factor Modelling (Robert/John Dilts), Life Balance (ITS), NLP Coaching (John Grinder), Entrepreneurs' Business School, Wealth Dynamics (Roger Hamilton) Train the Trainer/Making the Stage (Blair Singer/T Harv Eker), Language of Impact (Joel Roberts).

**Interests:** Reading, travel, horse riding/cycling, theatre/cinema, landscape gardening

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## **RICHARD WINFIELD EMPLOYMENT HISTORY – ENTREPRENEUR/CONSULTANT**

### **THE BREFI GROUP**

**1981 to date**

#### **Founder & Principal Consultant**

Set up and established this company to provide strategic analysis and management development to public bodies and companies in the private sector to react to changing and increasingly competitive environments – focus on development of directors, senior staff and teams.

- Personally negotiated new accounts ranging from new and small business to major public limited companies as well as local authorities, public bodies and government agencies.
- Management development, executive coaching and Investor in People projects for many blue chip organisations such as: Wilo UK, Vopac Fujairah, Abu Dhabi Water and Electricity Authority, Birmingham City Council, Ocean and Oil Holdings (Nigeria), The Winfresh Group (Windward Islands), Centrica plc, SAP, Water UK, Biomet UK, OAO Technology, Moss Pharmacy, Orange PCS, The MITRE Corporation (USA), Sellafeld Ltd, Wragge & Co LLP, Norwest Holst Engineering Ltd; MacLellan Integrated Services Inc (USA); National Power; Texaco; Driver & Vehicle Licensing Agency (DVLA); National Health Service; Tilbury Douglas Construction; West Glamorgan Magistrates Courts; Port Talbot Borough Council; Grimley J R Eve; and Northcliffe Newspapers.
- Business planning role with companies in Europe, the Arabian Gulf and South Africa.
- Two and a half year contract for National Power at Pembroke Power Station to carry out a full human resource skills analysis, identify training needs, implement a management training programme and introduce an effective management team structure.
- Completed a strategic review for West Glamorgan Magistrates Courts and prepared a comprehensive business plan requiring a complete culture change towards empowerment, supported the development and training of 100 personnel. Changes enabled organisation to function while dominant chief executive was away for six months for a heart operation.
- Creator of "Invisible Coaching® - the art of natural coaching". Co-founded the Intrad School of Executive Coaching in Bangalore.
- Developed training materials and the BuddyCoach™ on-line training needs analysis system at [www.brefigroup.co.uk](http://www.brefigroup.co.uk). Editor of *CorporateCoach*, having published more than 900 articles. Author of 'Reflections of a Corporate Coach', 'Stories from a Corporate Coach'.
- Author: 'The New Directors Handbook' and the 'CPD for Directors' series. – see [Amazon.co.uk](http://Amazon.co.uk).
- Creator of [TheDirectorsAcademy.com](http://TheDirectorsAcademy.com) and the Essential Directorship Masterclass.

#### **Associated directorships/entrepreneurial activities**

- Member of the Board of Governors of the International Association of Coaching
- Director and 'Transport Champion' of Birmingham Forward, representing Birmingham's professional services community. Member of West Midlands Business Transport Group.
- Following a consultancy project for FlydaMetro Limited, an engineering company developing an innovative public transport system, was appointed part time director, involving negotiations with investors from public, private and institutional sources. (1984-88).
- Co-founded the Association of Publishers in Wales, partner in 'Books from Wales' bookshop at Garden Festival Wales.

### **LANDOR HOLDINGS LIMITED**

**1986 to 2003**

#### **Non-executive Director**

Co-founded the Landor Holdings group of companies in 1986, initially as commercial director and recently with non-executive and part time roles at group and company levels. Group turnover now £4m. Current titles include *Local Transport Today*, *Transit*, *Parking Review*, *Group Travel Organiser*, *New Zealand News UK*, *SA Times*.

- Negotiated sale of first title for £0.5m, representing four times original offer and twice accountant's valuation. Negotiated sale of further title to German publisher for £0.3m.
- Established administration, accounts and subscriptions systems.
- Specified and commissioned state of the art electronic page make-up system and network.
- Project managed conversion and commissioning of office accommodation from factory space.
- Reorganised small newspaper group with major cost cutting and relocation, following take-over.

## **RICHARD WINFIELD EMPLOYMENT HISTORY - EMPLOYED**

### **HADEN MACLELLAN HOLDINGS PLC**

**1995 to 1998**

#### **Responsible to Chief Executive for organisation development across the group**

Commissioned by Chief Executive to help prepare group companies for their five year vision, mission and values through organisation development and the training and development of world class leaders. Main activities with Process Engineering & Services division in UK and USA (approx. 90 days overseas p.a.)

Responsible for corporate management development and corporate IT/communications.

- Designed competence-based career structure covering first line managers through to group chief executive.
- Designed and managed series of international 'future managers' programmes in UK, Canada and USA as part of a comprehensive cultural change programme.
- Recruited senior directors and oversaw expansion of HR function in operating divisions.
- Coached subsidiary company management teams and contract managers in UK and USA.
- Developed strategy for global communications infrastructure involving e-mail, video conferencing and web site. Managed design and construction of comprehensive 160+ page corporate web site.
- Member of Royal Marines Business Liaison Group, helping senior NCOs prepare for civilian employment.

### **DYFED COUNTY COUNCIL**

**1975 to 1981**

#### **Principal Engineer - Chief Assistant Transportation**

Responsible for the recruitment and leadership of a team of five with a brief to develop public transport co-ordination policy from scratch, to establish the principles and administration for a public transport budget of £1.38m (1980 prices). Considerable public consultation and negotiations with nationalised and private bus companies, British Rail and other local authorities, bridging the cultural gap between government, public and private sectors. Member of the structure plan team.

- Implemented market research programmes and travel studies. Created and introduced innovative cost effective transport initiatives. Developed advanced procedure for analysing local travel need and allocating resources effectively.
- Awarded an international silver medal by the Chartered Institute of Transport for work on determining public transport need; also South Wales awards from Institutions of Civil Engineering and Municipal Engineering.
- Selected by European Conference of Ministers of Transport to visit Spain and advise on regional school transport following the introduction, post-Franco, of democracy and regional government.

### **HANS B BARBE & ASSOCIATES**

**1973 to 1975**

#### **Senior consultant**

Public transport specialist with this small consultancy undertaking the South Hampshire Transportation Study.

- Total project responsibility for a multi-disciplinary team to investigate the feasibility of new and unconventional forms of public transport for the Greater London Council.
- Developed specialised software to forecast public transport passenger flows (written in Algol).

### **MARCONI COMPANY - RESEARCH DIVISION**

**1970 to 1973**

#### **Research Engineer & Systems Analyst**

Head hunted from university to provide transport input to a government funded project to utilise a sophisticated radar computer - requiring the design, writing and commissioning of bespoke software to pin-point and display the exact location of buses on London Transport Route 11 so that inspectors could prevent buses travelling in bunches!