



Adrian is an experienced professional certified coach (PCC) and facilitator with prior executive experience in both financial and commercial roles. He works with senior leaders and their teams in a range of UK and international businesses.

*"Engaging, friendly, nurturing and confidence-building, Adrian gave the right level of challenge to make me think without undermining the credibility of my thought process. I was able to gain confidence and launch the execution of my objective. Very effective"*

#### Coaching Specialisations

Developing confidence, purpose and clarity. Transition from expert to strategic leader. Resilience, balance and prioritization

#### Recent Clients

AstraZeneca, BNP Paribas, Deutsche Bank, EBRD, Johnson Matthey, RBS, Rothschild, Munich Re, Olswang, Prudential, TUI, Unilever

#### Education

Read Biochemistry, Corpus Christi College, University of Oxford

#### Certifications

PCC designation | International Coach Federation  
Diploma in Coaching Skills | Coaching Development Ltd. London  
Accredited in Clean Coaching for Leadership  
Certificate in Systemic Organisational Practice  
Business practitioner, NLP

#### Coaching Experience

Adrian has been focused on executive, leadership and team coaching and facilitation for the past 10 years, with over 2400 hours' experience. He has worked with a wide range of clients in banking, asset management, insurance, law and other commercial sectors. In addition to Caulfield, he works regularly as a coach at London Business School.

#### Coaching Approach

Adrian's style is positive, pragmatic and future-focused, tuning the level of challenge to suit each individual in the most productive way. Coaching provides an impartial, confidential sounding board for leaders to develop clarity in their goals, build confidence and create actions for effective change and progress. He draws on a range of approaches and techniques as appropriate for each client and their context. As a facilitator with teams, his style is highly interactive with his work typically including a bespoke mix of 'right brain' (vision, motivation, creativity, relationship) and 'left brain' (learning, planning, accountability, actions) aspects.

#### Life Before Coaching

Adrian has over 25 years' of prior business experience, including in equity research with Goldman Sachs and SBC Warburg (UBS), followed by Director of Strategy & Planning with a national telecoms and Internet services provider. He then launched his own business, supporting SME clients, primarily in technology, with strategy, financing, and business development in the VC sector, before training as a professional coach.

#### More About Adrian

Brought up the son of a headteacher near Oxford, Adrian has always been passionate about learning, science, music and cricket, and has three sons in their 20's. He sees coaching as the most effective way to work as an agent of change for leaders and their organisations to create meaningful impact and achieve their goals.

#### Inspiration

The infinite capacity for creativity in all of us – not so much the occasional 'light bulb' moments, but the myriad points of sparkling energy and awareness that are always close by, which can drive positive and resourceful change.