



Peter Freeth – Talent, Leadership and Culture Expert

Peter Freeth has worked with global corporate and SME clients since 2000 to deliver the highest levels of business performance through people and cultural development.

Peter is a Chartered Member of the CIPD, Fellow of the RSA, Fellow of the Learning and Performance Institute, Fellow of the Institute of Training and Occupational Learning, Practitioner Member of the Association of Business Psychologists and a Society of NLP Master Trainer.

As the author of more than a dozen books relating to people, culture and performance, Peter is recognised as an expert in areas such as leadership development, organisational culture and executive coaching, and he regularly speaks at international conferences on these, and related subjects.

Peter is also a NED trustee to two large MutliSchool Academy Trusts and mentor to the CEO of another trust giving Peter an additional strategic decision making focus in large organisations facing challenging culture, change and performance management issues.

In working with executive teams and business leaders, Peter is known for his unique approach; supportive yet gently provocative, insightful, thought-provoking, and creating working environments within which clients can freely explore the true potential for themselves, their teams and their organisations. Through this, Peter has enabled results such as:

- 5 cohorts over 4 years in a talent program for Rockwell Automation, including the delivery of workshops around the world and around 1000 coaching sessions. The output of just one project group created customer revenue that more than paid for the entire program.
- 6 month Management Development Program for Aston & Fincher, enabling store managers to drive performance improvements, increase engagement and lead to increases in store profits of up to 485%.
- 700% increase in profitability through coaching Parker Hannifin's leadership team.
- Coaching which enabled a sales director of Logica to deliver £300,000,000 in new business revenue.
- Doubled sales conversion rates for Domestic & General through trainer training.
- 25% time and cost saving on Somerfield's graduate training program, achieved by identifying and 'blueprinting' the talents of high performers within the business.
- 83% success rate for career promotions for 25 'future leaders' through a talent management and succession planning program at Babcock.



Contact Details

Peter Freeth ★ peter@genius.coach ★ www.genius.coach ★ 07474 556800 ★ +44 7474 556800