



AFTER MORE THAN 25 YEARS AS A LEADING FIGURE WITHIN THE HOSPITALITY INDUSTRY, DAVID IS NOW DRAWING ON HIS EXTENSIVE **LEADERSHIP AND COACHING** EXPERIENCE TO MAXIMISE INDIVIDUAL PERFORMANCE AND POTENTIAL.

David Guile is an Executive Leadership Coach, mentor, bestselling author and keynote speaker.

Having worked his way up through all the managerial levels within the hospitality industry to CEO, David combines hard-won experience with robust coaching methodology to provide insights, support and direction to coach Senior Executives, Managers and emerging leaders to exceed their personal and business goals and to unlock their individual potential and the potential of their teams and business.

Experience and expertise

As CEO of *Macdonald Hotels & Resorts* from 2008 to 2014, David led the business through economic downturn to profit growth and award winning service excellence.

Success came as a result of David's strategic approach to the business and his engaging and motivational leadership style.

He is a graduate of the *Meyler Campbell Mastered Leaders Coach* programme, accredited by the *Worldwide Association of Business Coaching* and has experience in coaching from General Management level to CEO and Board level.

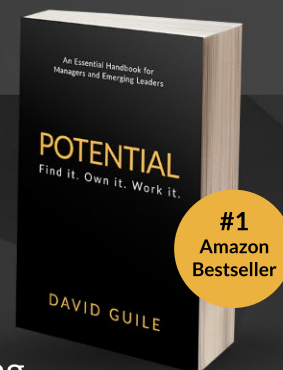
He has been working with Senior Executives and emerging leaders within a wide range of organisations and privately run businesses, including *Shell, Exclusive Hotels, IHG, Nicolas James Group, Radisson* and *Intercontinental Hotels*.

"I WOULD NOT HAVE ACHIEVED MY PROFESSIONAL LEVEL WITHOUT DAVID'S COACHING. DAVID MAKES THE COMPLEX SIMPLE AND SHOWS YOU HOW TO ALWAYS GET THE BEST OUT OF EVERYONE AND EVERY SITUATION THAT YOU MANAGE."

Stephanie Hocking, CEO, Andrew Brownsword Hotels

Discover more about Potential and its author, Executive Leadership Coach, David Guile at WWW.DAVIDGUIL.COM • DAVID@DAVIDGUIL.COM

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Leadership coaching

Results are achieved through building a supportive and trusting relationship with the individual and through adopting a focused coaching technique, ensuring each individual feels strongly supported as well as effectively challenged and stretched, resulting in a set of pragmatic actions and measureable actions.

Typical areas for coaching include

- Leadership development – coaching on personal leadership attributes to get the best out of the individual and in turn their team.
- Transitioning coaching – supporting and mentoring newly appointed Executives and Managers in the preparation and successful transition to their new role.
- Change management – coaching through the process and the implications that result.
- Strengths based coaching – maximising the potential and the performance of high flyers and emerging leaders.
- Development opportunities - coaching and supporting to readdress areas highlighted within recent appraisals, objectives and Personal Development Plans.

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