

CV: David Potter

BUSINESS EDUCATION QUALIFICATIONS

Strathclyde University Graduate School of Business:

2002 -2008 PhD Cultural Change Dynamics (Special Commendation)
2004-2005 PgDip Business Research Methods
1999-2002 Executive MBA (Specialisation: change management)

OCCUPATIONAL QUALIFICATIONS

- NLP Master Trainer NLP University of California
- Group Trainer Qualification
- Advanced Food Safety Diploma
- Customer Care Graduate Disney Institute Florida
- EFQM Graduate Schlinderhof Hotel, Nuremberg, Germany
- BSI750 AUDITOR
- Leading with Impact Certificate

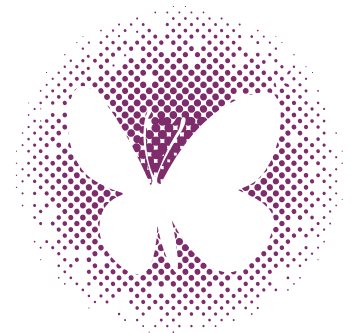
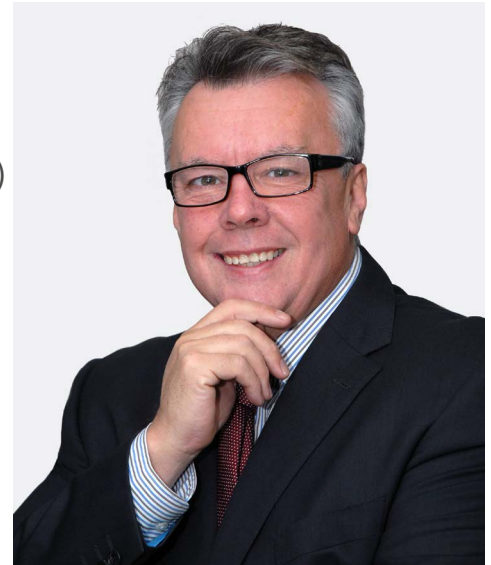
PERSONAL PROFILE

I have established myself as a freelance Change Partner who is open to working on interesting projects. I have attended personal development seminars and courses in the UK and abroad. I have co-authored a book with Professor James McCalman of the Portsmouth University Leadership Institute published by Kogan Page called *Leading Cultural Change: Theory and practice*. I have extensive experience of setting up organisational development programmes emphasising leadership and cultural change improvements.

I have written strategic case studies with Professor Gerry Johnson which are used throughout the world on MBA programmes and which have been included in his book *Exploring Corporate Strategy*. My knowledge and skills as a change leader and coach are very current. I regularly present on Cultural Change at international conferences and guest lecture on MBA and related Masters' degree programmes to share my knowledge with students of management. I also mentor several PhD and MBA students.

CONSULTANCY SKILL SETS

I understand the consultancy sector and I have considerable experience of internal and external change management consultancy, writing business plans and leading innovative change management projects. A significant part of my MBA was Strategic Management Consultancy. I was very lucky to work closely with Professor Gerry Johnson who excels in strategy work and is internationally acclaimed in this field. Professor Johnson pioneered environmental scanning as an integral part of MBA strategy modules. I also worked alongside Kees Van Der Heijden who is an acclaimed scenario planner and who initially developed scenario planning mediated through environmental scanning at Royal Dutch Shell. I am skilled at these techniques and these experiences will be an asset to you. I understand the dynamics of knowledge transfer. I have a comprehensive network of international business academics and executive managers.



The Cultural
Change Company

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PRACTICAL CHANGE LEADERSHIP EXPERIENCE

- Participated at a senior leadership level in the change process that transferred 8,500 staff from the Council to a Limited Liability Partnership.
- Delivered numerous change management seminars to change leaders in multiple organisations.
- Designed and led an innovative Refresh programme that aimed to transform the cultural paradigm of a hospitality business.
- Designed and led the implementation of an organisation-wide cultural change programme.
- Designed, implemented and delivered an educational programme for 240 managers relating to leadership, team working and cultural change.
- Designed and participated in a two year dialogue workshop involving 600 managers and team leaders.
- Designed and led the implementation of a longitudinal organisational development programme for a business division employing 45 managers and 400 service staff.
- Performed the role of change leader for two years as part of an organisation-wide SAP change programme involving 10 separate organisations.
- Co-authored with Professor Gerry Johnson a case study called '*Service Reform in the Public Sector*' for the *Ninth Edition of Exploring Corporate Strategy*.
- Designed and delivered an interactive work shop on cultural change based in an industrial setting for 40 international MBA students.
- Co-designed for introduction a comprehensive change management plan to introduce mobile and flexible working in an organisation employing 1,000 staff.
- Delivered NLP Rapport Building Skills training to over 250 International Management Students.
- Designed and delivered numerous bespoke training courses on cultural change work.