

Helping leaders and
their organisations achieve
extraordinary outcomes

David Lancefield

**CATALYST.
STRATEGIST.
COACH.**





Hi, I'm David.

I enjoy helping leaders and their organisations achieve extraordinary outcomes.

This means greater strategic clarity, enhanced resilience, breakthrough performance and sustainable impact.

A quick summary

I am a catalyst, strategist and coach to senior executives, professionals and entrepreneurs. I also speak, facilitate and host the *Lancefield on the Line* podcast. I write for *Harvard Business Review* and I'm a contributing editor for *Strategy+Business*. I'm a board advisor to LeaderEQ and a guest lecturer at the London Business School.

I've worked with 37 CEOs, hundreds of senior executives, professionals and entrepreneurs from start-ups to corporates, private to public, local to global, media to utility. These include the BBC, Microsoft, Royal Mail, Standard & Poors, Informa, Vodafone, NBC Universal, NHS, Virgin Media, Technicolor, Channel 4, Sage, IHG and *The Guardian*.

Style and approach

Expect imagination, intuition, intellect, curiosity commercial acumen, political savviness and positive energy. A can-do attitude.

Working with leaders

- Taking on a new role, keen to make an impact.
- To transform the organisation.
- Responding to disruption in their industry or ecosystem.
- To improve performance and prospects.

Presenting and facilitating

- Guest lecturer at LBS and Warwick Business School on strategic innovation, digital disruption and leadership transition.
- Co-leadership of LBS Gaining Ecosystem Advantage debate series.
- Keynote presentations to TEDx UCL, BBC, BP, DXC, BT and *Advertising Week*.

Skills

- I bring the skills, frameworks and experiences of a strategy consultant, transformational leader, executive coach and futurist.
- I develop strategic ideas that enable the organisation to take advantage of opportunities and mitigate risks e.g. digital disruption, emerging ecosystems, major policy changes.
- I interpret information to tackle complex problems in a fast, effective and engaging way – building capability in the organisation along the way.
- I give clear, insightful and pragmatic advice that can be implemented.
- I have a strong sense of curiosity and plenty of creativity.
- I am clear, calm and positive in high impact moments – in the boardroom, in front of stakeholders and in a way that builds trust and achieves the desired outcome.



Background

Qualifications and credentials

Academic

- MSc Economics (Distinction), University of Warwick.
- BSc Economics (First Class), University of Warwick.

Professional development

- One-year Meyler Campbell Mastered Coaching Programme (Distinction), accredited by Worldwide Association of Business Coaches, European Mentoring and Coaching Council, Association for Coaching.
- London Business School Corporate Finance Evening Programme.
- Strategy Tools: Global Strategy Coach; Building the Transformational Company.
- Negotiation strategy (Vantage Partners).
- The Thinking Partnership (Nancy Kline).
- Consulting to the Board, Presenting with Impact (PwC).
- Coaching in Nature.

Communities

- Recognised Expert, with Dorie Clark.
- Strategy Tools, with Chris Rangen.
- Royal Television Society.

Career impact and roles

- Admitted to PwC partnership at the age of 32; 14 years as a partner, including five as a senior partner.
- Launched and led PwC's work on foresight and megatrends.
- One of PwC's top-rated speakers globally.

Impact of leadership roles

- Increased revenues by 50% over three years to their highest ever level and won high profile (confidential) mandates.
 - ~ Global relationship partner for a major account (2016–19)
- Led focus on major accounts and bids; in each of the three years the revenue budget was beaten and profitability improved by 15%. Led a 'Win It Big' campaign – inspiring, coaching and converting significant (£1m+) opportunities, which was adopted by other businesses within PwC.
 - ~ Clients & Market Leader, TICE Consulting, PwC (2015–17)
- Transformed approach, positioning and impact: resulted in analysts from Source from Consulting increasing ranking from 8th to 4th, winning three Management Consulting Association awards and originating 4:1 commercial sales from the investment of time.
 - ~ EMEA Consulting and Strategy & Leader of Thought Leadership, PwC (2014–17)
- Grew revenues of UK practice by more than 15% CAGR, increased profitability by 10% and client satisfaction by 15%, building a team of 150 people comprising 25 nationalities.
 - ~ Leader of Economics & Policy (UK & Global), PwC (2010–15)
- Successfully merged two groups, growing business by 15%, reducing HC operational costs by 50%, increased people engagement by 10% and exceeded budgeted growth each year by 5–10%.
 - ~ People Partner, Strategy & Economics (2008–15)

TIM DAVIE, DIRECTOR-GENERAL BBC

“David’s deep insight on how leaders can transform a culture is based on a combination of a natural sense for the soul of an organisation blended with an ability to apply best practice from around the world.”

ANNA MALLET, VP PRODUCTION MANAGEMENT UK & LLO, NETFLIX

“His warm and collaborative style means he is a pleasure to work with and I have appreciated his wise counsel and advice over many years.”

SONIA BROWN, FORMER CHIEF REGULATION OFFICER, OFWAT

“David has an amazing intellect and is able to grapple with the most complex problems.”

ART KLEINER, PRINCIPAL CONSULTANT, KLEINER POWELL

“David is emerging as a major thought leader in the next wave of business and societal transformation.”

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