

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 40 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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