

# DAVID GREEN

## Profile

A wellbeing coach, consultant and facilitator with a proven track record at both FTSE100 and SME levels of helping individuals, teams and businesses improve performance. Author of '[The Age of Wellbeing](#)' – A new leadership model for a happier world.

Character strengths include perseverance, diligence, relationship building, critical thinking, open mindedness, appreciation of excellence and skilled performance. Challenges and supports individuals, teams and organisations to achieve their full potential with an inspirational, enthusiastic and passionate approach.

## Key skills

- **Performance improvement & coaching** – Supporting individuals, teams and executives to manage stress, build confidence and achieve improved levels of performance through wellbeing.
- **Consulting** – Strategy development & delivering programmes to improve business performance.
- **Presenting, facilitating & speaking**– Delivering presentations and workshops to inspire results at all business levels.

## Career History

### Network of Wellbeing - Board Director & Trustee - July 2022 to present

- Providing oversight and strategic direction to a national UK charity focused on helping people and planet thrive.

### Improveon – Business Owner – Sept 2012 to present

- Coaching - Leaders, managers, teams and individuals in areas including strategy, confidence, work/life balance, career development, stress management and team performance.
  - Developing and delivering a team manager coaching programme over 6 months resulting in a very conservative year 1 ROI of 50% and excellent feedback.
  - Delivery of team coaching at AVIVA with excellent feedback.
  - Development and delivery of team coaching to improve protection sales within an IFA practice.
  - Chosen to deliver business growth service coaching as part of a Government scheme to support new business start-ups.
- Consulting – Brand strategy development and creation of the 'Wellbeing Design for Business' workshop
- Presenting, facilitating and speaking – Various speaking engagements online and face to face including the Workplace Wellbeing Podcast.

### Friends Life Group – Various Roles – 1999 to Sept 2012

- Coaching - Performance management of direct reports with elements cited as 'best practice' examples by the HR team.
- Consulting - Brand strategy, service & process improvement, and new project development
  - Creative and strategy research to develop a FTSE 100 brand including proposition, identity, brand management and measurement.
  - Selected as part of an expert team responsible for delivering a service improvement programme to over 3000 staff. Inputted into design and facilitated workshops to improve service levels from 2 STAR (poor) to 5 STAR (Excellent).

- Working as part of a small project team piloting and successfully rolling out the new corporate intranet. Responsible for engaging and coaching colleagues in the need for change and introducing cost benefit analysis that helped to influence annual savings of £250,000.
- Development of a new marketing communications process that improved the consistency and effectiveness of internal and external product launches.
- Presenting, facilitating and speaking
  - Designing and facilitating quarterly planning sessions for a team of 15 people that achieved amongst the highest scores in business unit for engagement and understanding of the business vision and strategy.
  - Filmed presenting - Chosen to present on a corporate video which helped improve colleagues understanding of a day in the life of our sales people.
  - Presentation development and delivery - Creative development of innovative, animated and story based presentations that were then delivered to a strategic partner audience of 300 people. These exciting and different presentations positioned the company as a thought leader in technology and received some of the top scores amongst competitors.
  - Training presentations - Development and delivery of induction and other brand presentations to engage colleagues in brand building. These received consistently high scores and great feedback from colleagues.

### **Rhys Francis & Partners – Mortgage Adviser – 1998 to 1999**

### **Friends Provident First Call – Financial Adviser – 1996 to 1998**

#### **Education, professional qualifications and training**

<b>Principles of Sustainable Finance</b>	Erasmus University	2021
<b>The Science of Wellbeing</b>	Yale University	2018
<b>Mindfulness for Wellbeing</b>	Monash University	2017
<b>Social Wellbeing</b>	Edinburgh University	2016
<b>Science of Happiness</b>	Berkeley UCLA	2015
<b>Diploma in Performance Coaching</b>	The Coaching Academy	2013
<b>Commercial awareness</b>	Friends Provident	2008
<b>Project Management</b>	Techniques for change	2007
<b>Performance Coaching</b>	Performance Consultants	2004
<b>Change Management</b>	Friends Provident	2003
<b>Advanced Higher Diploma</b>	Cambridge Marketing College	2003
<b>Facilitation techniques</b>	Techniques for change	2000
<b>Higher National Diploma</b>	Business & Leisure Studies	1992
	Farnborough College	1992
<b>2 A levels, 5 GCSEs</b>	Lytchett Minster School	1987