

David Butterfield Coach Bio

TRAINER

ABOUT

David is a professional coach with an extensive career spanning over 20 years in the field of learning and development, with experience of private and public organisations. He has worked for several blue-chip organisations including DHL, P&O and most recently, as Head of Learning and Development with Aggregate Industries (Lafarge Holcim).

Based in Derbyshire, David is a Fellow of the Chartered Institute of Personnel and Development (FCIPD) with a proven track record in delivering coaching and leadership solutions that deliver measurable bottom line results and significant ROI. David also has a passion for helping disadvantaged young people achieve their potential and is a Director of Lindley Educational Trust which uses outdoor education to fulfil this aim.

BACKGROUND

David began coaching in 2007, firstly as a manager to develop his own team and then to facilitate the learning of fellow leaders. Coaching has become his passion, working with leaders across a broad range of organisations. Helping his clients to achieve their goals never fails to delight him. With an underpinning belief in the potential of the individual, David's aim has always been to develop people's competence and confidence and to see them progress in their careers. He enjoys working with people who have diverse ways of looking at life and who may think differently to himself.



Human performance, behaviour and interactions are a fascination to him.

David set up his first independent training business in 1999 and has continually developed himself as a coach since then, becoming formally qualified as an ILM coach in 2014. He is passionate about providing business coaching and enabling clients to achieve their goals.

COACHING STYLE

David's personal mission statement is, "To be the very best I can be in every situation". At his core, lies a fundamental belief in people. Most people want to be the best that they can be, at work and in their personal lives, but often do not know how to achieve this goal. David lives by a set of core values that he has learned over the years – hard work (he has a strong work ethic), honesty, compassion, respect for the individual. These beliefs and values drive and shape his coaching style, which is direct, challenging, focused and goal driven, with a deep sense of care and concern for the individual.

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SECTOR EXPERIENCE

David's sector experience includes Logistics, construction, engineering, finance, and education.

QUALIFICATION AND CREDENTIALS

- FCIPD - Fellow of Chartered Institute of Personnel and Development
- BA Honours - Computing in Business (Huddersfield University)
- University of Derby - associate lecturer in Human Resource Management
- IMD Business School, Lausanne, Switzerland – Senior Leadership Program
- Level 7 Executive Coaching
- Level 6 Mentoring in the Workplace
- Level 5 Leadership and Management
- MBTI (Myers Briggs)
- LIFO (Life Orientations Inventory)
- OPQ – Level 1 and 2 (Saville & Holdsworth)
- British Psychology Institute – Level A and B
- Dale Carnegie Training - Qualified Instructor / Trainer
- NLP Practitioner