

## **The substance behind the man who is Andy Gudgeon**

### **Get grey hair and . . .**

When I graduated I couldn't get a job doing what I do now. And, even if jobs were to be had, I was advised that I needed to build credibility. The advice: get some grey hair and work experience. Both, I was told, would give me credibility! At the time I had neither. I do now.

### **Early days . . .**

I started my journey as a research psychologist (at one time I was a Chartered Scientist, and I have always been, and continue to be, a Chartered Psychologist) in an academic, yet commercial research unit. Building this unit into one with an international reputation as leaders in our field – psychopharmacology - I somehow managed to do research, manage people, travel and write thirty peer-reviewed publications, book chapters, and book reviews all of which I am very proud. My work was noticed, and I was asked to join a client organisation – a pharmaceutical company - as a project manager.

### **Corporate life . . .**

What a change this was! I intended to stay a couple of years, learn all I could about all that is human in organisation, and then leave to do what I do now. It took longer than I anticipated! One reason: I got distracted. For example, I created an opportunity to go back to study and to cut a long story short, I became a medical statistician. (I was at one time a Chartered Statistician!) But, this wasn't for me long-term, so I moved back then into international project management, and from there a business unit manager, a general manager, functional manager and leader in the Pharmaceutical, Pharmaceutical Services, and Consultancy. Then in January 2000, having got to a career ceiling, I took a risk.

### **Doing what I always wanted to do . . .**

I chose to follow my true vocation – what I always wanted to do - as a Positive Business, Coaching, and Teaching Psychology Practitioner. At this time, I created, and have since led, my own company. Also, from 1992 to-date I have been a part-time Associate Lecturer with the Open University in both the Faculty of Arts and Social Sciences, and the Open University Business School in the Faculty of Business and Law. I love to teach.

### **So, what do I do?**

My aim is to enable people to get the best from themselves and other people. I am very comfortable working with people with expertise in science, technology, engineering, project management, management and leadership working in private or public sector organisations. I love working with people who research, make, sell, manage and lead stuff. Be they new talent, or wise executives. Those working behind the scenes, and those that are in your face. My focus is to work with these people to enable them to achieve both high performance and high levels of wellbeing. This is what I do. How?

### **My style when working: insightful, courageous, impactful, empathic**

When coaching 1:1, providing coach supervision, or team coaching much of my work goes beyond theory, tools and techniques – I will say: I am masterful at what I do - although these are referred to and used, where appropriate. My focus is on creating a safe environment through presence, attention, listening, asking powerful questions and offering real-time feedback, challenge and support to challenge assumptions and to elicit from a client the insights and goals they need to move from where they are, to where they want

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to be, overcoming what is stopping them doing so, then to work with them to create practical steps for action, which are then embedded into the organisation, and the impact, the return on investment, of these action steps are assessed.

In my seminars and workshops, all of which are highly participatory, to optimise the impact of new practices, I use and blend a variety of approaches, including: teaching (providing theoretical, yet practical, inputs that provide structures to enable understanding, and then practical processes that enable the theoretical inputs to be of practical relevance and use), facilitation of group processes, coaching, conversation (dialogue), demonstration, group work, pair work and personal reflective practice. Pertinent real-world practical examples – I use story - are also used to illustrate and develop a deeper understanding. Further, I offer real-time feedback, challenge and support with the intent of facilitating learning, and to maintain the momentum of emergent action points. There's also loads of humour in all that I do.

### **The impact of what I do . . .**

My approach has provided the potential for clients to make a difference and make remarkable returns on their investment in themselves and their people in the organisations in which they work.

### **Where has impact been made?**

Assignments have included working with clients re: transitioning from individual contributor to manager to then leader, visioning, developing strategy and strategic thinking, developing systemic thinking, positive leadership, leading strategic change, building positive teams, project leadership, project execution, emotional intelligence, identifying and building strengths, positive conversations, positive impact, personal influence, negotiation and well-being. And, then there are assignments that are simply to allow a person an opportunity to think, reflect and restore.

### **The people with whom I have had the privilege to work with.**

In the public sector I have worked with leaders and managers and professionals at many levels of an organisation, including: Permanent Secretary of State, Chief Executive Officer, Managing Director, Director General, Board Executive, Director, and Senior Manager. Organisations include: Department for Work and Pensions, Home Office, HM Customs and Excise, Department for International Development, Office of the Deputy Prime Minister, Ministry of Justice, Office of Criminal Justice Reform, National Probation Directorate, Metropolitan Police Service, Sport England, Commonwealth Secretariat, London Business School, Open University Business School, Open University, Basildon and Thurrock University Hospital, EMBL, NBI, The Sandon School, and Hylands School.

In the private sector I have worked internationally with leaders, managers and professionals at many levels within an organisation including: Chief Executive Officer, Chief Operating Officer, Board Member, Director, Senior Manager, Middle Manager, Project Manager, Professional Specialist, Technical Specialist, and many Senior Scientists and as many clients have been members of global companies, many have been based in mainland Europe, North and South America, South Africa, the Middle East, the Indian sub-continent, Asia, the Far East and Australasia. These executives have come from many different sectors and organisations which have included: Coca Cola, Empire Cinemas,

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Centrica, British Gas, De Lage Landen, Amlin, Invesco, Barclays, NCB (Saudi Arabia), Barclaycard, Allianz Cornhill, NM Rothschild, Morgan Stanley, PricewaterhouseCoopers, Deloitte, Infineum, Atkins, British Gypsum, Artex, Isover, Weber SG, Saint Gobain, Pall Corporation, FirstGroup Bus, Elements Chromium, Forum Products, The Gucci Group, FujiFilm Diosynth Biotechnologies, Daiichi Sankyo, Roche, GlaxoSmithKline, Eli Lilly, Sanofi-Aventis, Stiefel, Bayer, Napp Pharmaceuticals, Amgen, AstraZeneca, MedImmune, Forum Products, Britannia Pharmaceuticals, Solvay, MSD, CroMedica, Covance, Congenica, The Hyde Group, Southern Housing Group, Seven Trent Laboratories, Google, HTC, British Telecom, Siemens, Bell English, ASK Europe, LeaderSpace, Ascentia, Marlin, The Learning Partnership, Potencium, PPD Consulting, SHL, PCL, The Holden Partnership, top banana, Growing Vision and WOW Consulting.

### **What informs what I do: my knowledge and practitioner base**

BSc(Hons) in Psychology (University of Leeds)  
MSc in Applied Psychology (University of Aston)  
MSc in Medical Statistics (LSH&TM, University of London)  
Diploma in Systems Practice (Open University)  
Certified NLP Coach  
Certified Time To Think Coach  
Practitioner Certificate in Systemic Coaching and Facilitation  
Certified NLP Practitioner, Certified NLP Master Practitioner, Certified NLP Trainer  
Certified LAB Practitioner  
Diploma in Performance Coaching  
Diploma in Coaching Supervision  
Diploma in Hypnotherapy  
Postgraduate Certificate in Teaching in Higher Education  
East Anglian Advisory Council Stage I and Stage II Certificate in Adult Education  
BPS Level A and Full Level B Statements of Competence in Occupational Testing

### **In the eyes of my peers: professional recognition**

Chartered Psychologist; Associate Fellow, British Psychological Society (BPS); Member, BPS Division of Academics, Researchers and Teachers in Psychology; Founder Member, BPS Special Group in Coaching Psychology; (BPS); Specialist in Test Use: Occupational (BPS)  
Principal Practitioner, Association for Business Psychology  
Full Member, International Positive Psychology Association  
Full Member (Practitioner), British Association for Psychological Type  
Full Accreditation and Associate Fellow, International Society for Coaching Psychology  
Full Accreditation, Association for Professional Executive Coaching and Supervision  
Full Member, Association for Coaching  
Full Member and Accreditation, Coaching Supervision Academy  
Full Accreditation, Association of Coaching Supervisors  
Professional Member, Association for NLP  
Member, General Hypnotherapy Standards Council  
Member, Association for Project Management  
Fellow, Higher Education Academy  
Fellow, Chartered Management Institute

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