



Chris Burton

Results oriented coach, helping leaders to deliver better results by building on their strengths and developing their range of leadership skills.

Business Experience

Extensive senior international experience with Mars and McCormick:

- Managing Director, McCormick UK, Iberia and Netherlands: accelerated growth and implemented change programmes.
- Managing Director, Mars Ireland: accelerated growth and profit in mature business, through energising leadership team.
- Managing Director, Mars Taiwan and South Korea: achieved profitability, developed multicultural teams.
- Marketing Director, Mars UK: delivered successful marketing initiatives on some of the UK's top brands.
- European Sales Development Director: delivered successes across 20 markets in a \$6bn business, through transferring best practice.

Coaching Experience

Recent clients include:

- Head of Talent Development, Bank
- Managing Director, FMCG
- NPD Director, Food
- Marketing Director, Leisure
- Owner and MD, Healthcare
- Top 50 leaders in leisure business

Broad range of coaching assignments include:

- Improving leadership and influencing skills
- Increasing confidence and self-belief for leaders
- Building high performance teams
- Helping leaders make a fast start in a new role
- Strategy development and execution for SMEs
- Developing and running Leadership Workshops

Coaching Approach

- **Partnership:** respect, trust and confidentiality for every client
- **Positive:** confident in good outcomes and solutions
- **Growth:** stimulating growth for leaders, teams and businesses
- **Challenging:** authentic, open and demanding with clients
- **Committed:** strong drive to deliver results

Married with four children, I enjoy all sport and love to do some miles on my road bike in my free time



Professional Qualifications

- MSc in Coaching and Development
- Diploma in Coaching Supervision (complete June 2012)
- Member, EMCC
- MA in Chemistry, Oxford

Better Business Coaching

We believe in:

- Starting and finishing with business improvement
- Better business through better leaders
- A strong business background for all our coaches
- Continuous professional development

We offer:

- 1:1 Coaching
- Team Coaching
- Leadership Development Programmes
- Coach Supervision
- Development of coaching and learning strategy