



Leigh Dorling

Introduction & Expertise

There comes a time when your experience and hard work are not enough. Leigh works with CMBD clients who want business growth or improved performance and engagement from their executives and teams. He specialises in ensuring clarity of direction (strategy), getting sales and marketing to deliver the top line and by helping senior people to overcome barriers and deliver their objectives faster than they can do by themselves.

As a very experienced business coach, Leigh excels at getting results by helping his clients focus on actions. His extensive B2B experience, creativity, objectivity, insight and personal support help to unlock the hidden 10-20% performance improvements that are untapped within most businesses and people. Leigh has over 30 years of sales, marketing, strategy and people development expertise. As a consultant and coach he has worked with over 150 SME's and blue chip organisations delivering sustained top line and bottom line improvements – "If I didn't, I wouldn't be so passionate about what I do or have clients happy to testify to my effectiveness."

Experience

Leigh's career has been spent with a number of blue chip organisations and has a strong bias towards commercial activities. Starting as a graduate trainee with BTR, Leigh progressed and was promoted to business unit manager for a division making speciality industrial components. After a brief spell with the NFC as a business development manager, Leigh joined Price Waterhouse Coopers as a sales, marketing and business strategy consultant. During his 5 years with them he worked for over 40 companies. This included producing a major market study for the Department of Trade & Industry on how to improve the market effectiveness of the carpet industry in the UK.

Following this experience, Leigh became the Sales and Marketing Director of a substantial paint business. A very successful period followed with a doubling of turnover, new markets entered, a printing business acquired (for which he became MD) and major contracts won by selling 'solutions' rather than products. This success resulted in the acquisition of the group by the world's largest paint company (Akzo Nobel) in 2003.

In 2006, Leigh decided to put all his experience and knowledge into running his own successful coaching business. For the past ten years this has thrived and gives him the perfect environment for using his skills set as well providing the work-life balance that he sought. He gets a real buzz from delivering business improvements and loves the variety and challenge of helping people succeed.

Professional Qualifications/Affiliations

- BA Business Studies.
- CMI Diploma in Business Support
- EBW (Emotions & Behaviours at Work) Advanced Facilitator.
- Approved Growth Accelerator Coach.
- Accredited DiSC profiler/trainer.

