



David Fryer

- Coach
- Non Exec
- Consultant



Described by his clients as:

- **Commercially experienced** With a cross-sector leadership history of identifying and facilitating initiatives that will really work
- **Positive but realistic** Able to challenge without being judgmental, to develop the rationale to support plans and proposals
- **Caring and committed** Empathetic so that clients feel they are supported and their success is a shared objective
- **A Natural Coach** Innately conducting sessions that leave clients feeling empowered and re-invigorated

And the small print:

David has used a coaching mindset throughout his career, first as a law firm managing partner and latterly running UK/US software/services companies, to facilitate the development of people's potential. Three years ago he formalised his approach by undertaking the Meyler Campbell "Elements" programme focused on practical coaching within the workplace environment.

A discrete coaching practice now forms part of David's portfolio of interests alongside non-exec directorships, general business consultancy and SME business investment as part of a deliberate plan to combine practice and theory in commercial environments. Having spent 20 years within the law firm environment, David is particularly in tune with what it is like to be, or aspire to be, a partner or to work within a professional service firm environment.