

Alex Firmin

I am an accredited organisational psychologist, leadership trainer, and executive coach. I have 20 years' experience of designing and delivering leadership development programmes in the public and private sectors. I am an associate of Trafalgar Personal Development, and I deliver training on variety of international MBA and Psychology programmes.



Background

I was an army education officer for 12 years, and worked with soldiers from the ranks of Corporal to Lieutenant Colonel in the training environment. During this time I completed an MSc in Education, pioneered coaching in Phase 1 (basic) training establishments, and became an advocate of the coaching approach to education. Following a mentoring role with the Afghan National Army I left the military to pursue a focused career in corporate learning and development. I also undertook a part time MSc in Psychology, which I am currently developing into a PhD. In addition to supporting Trafalgar PD, I also work as an associate for a range of business schools including the Universities of York, Chester and Aberdeen, and support their Masters level Psychology and Business Administration programmes.

Style

I have been coaching and training executive clients for 7 years, and have developed my approach considerably over that time based on the feedback I have received. I work very collaboratively with clients, and I bring all my experience and skill to the classroom; my method involves encouraging genuine discussion, collaborative strategizing, and challenge.

Depending on the objectives of the client, I utilise a variety of psychometric and 360 feedback tools to support group and individual facilitation. I base my teaching practice on the best available research and current theory; this has been particularly important when supporting senior people going through challenging transitions, or to be successful when undertaking a new roles or promotions in their organisation. I place great focus on helping people to develop a sense of self belief, a strong awareness of their own professional values and identity, and a clear understanding of the personal and professional goals that drive them; I have seen leaders become exceptionally resilient and well-rounded as a result. This has contributed to significant and sustainable bottom line results for the organisations I work with.

Education and Qualifications

- ✓ MSc Psychology - Liverpool University
- ✓ ILM Level 7 Certificate in Coaching Supervision
- ✓ CIPD L5 Diploma in HR Development
- ✓ APMP Project Management Certificate – Defence Academy of the UK
- ✓ ILM L5 Coaching and Mentoring in Management (awarded ILM Learner of the Year)
- ✓ MSc Educational Practice and Innovation – Southampton University
- ✓ Post Graduate Diploma in Educational Innovation – Southampton University
- ✓ Graduate Diploma in Law – College of Law
- ✓ Basic Pashto – Defence School of Languages
- ✓ Post Graduate Certificate in Education (FE) – Southampton University
- ✓ Graduate of Royal Military Academy Sandhurst
- ✓ BA Philosophy Hons 2.1 – Lancaster University
- ✓ Associate Member of the British Psychological Society
- ✓ Accredited to use a variety of psychometrics including DISC, TMSDI, Belbin and 'Big 5' tools.

Client Reference:

Alex is an expert coach and tutor. He provides a remarkable balance between empathy and challenge, leaving me feeling strengthened and focused. As an ex-Army officer, I was initially concerned that a command and control style was inevitable. On meeting Alex for the first time I realised the opposite was true. When I championed Alex to train our company in coaching skills, I was told 'Everyone loves Alex!' Indeed. Alex has great academic depth and it clearly shows as he briefly ponders my comments and seamlessly links it to a useful model. However there is absolute pragmatism too, with countless practical examples embedded in the here and now. I've no doubt that Alex is a powerful coach with anyone in any environment. He is an absolute pleasure to work with.

Neil McDonnell, 27 February 2020, Director of Quality Improvement, Dover Group

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My sector knowledge

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|----------------------|--------------------------|
| ○ Telecommunications | ○ Aerospace & Defence |
| ○ Oil & Gas | ○ Technology & Digital |
| ○ Engineering | ○ Construction |
| ○ Healthcare | ○ Education |
| ○ Local Government | ○ 3 rd Sector |