

Martin Hoyle – Business Performance and Talent Development Coach

Profile:

Name: Martin Hoyle.

Born: UK, 1959.

Role: I have been working as a Business Performance Coach since 1996.

Typical clients: Senior executives from within some of the world's largest technology and services companies.

Business experience: 21 years in the IT industry across Europe and the United States.

Most senior position held - Board Director of a UK Plc.



FAQ's:

What kind of coach are you? I am a Business Performance and Talent Development Coach, not a Life Coach. This means I am here to help you succeed in whatever it is you have decided to take on for your organisation – today and tomorrow. I won't help you find your inner self, but I will be able to help you thrive in a very demanding role and still achieve your goals outside of work.

What experience have you got? Since 1996 I have been coaching the leaders of some of the most demanding organisations in the world. Companies such as Intel, Dell, Hewlett-Packard, Unisys and Oracle. If you would like to know what they think about our work together, visit my website and click on the 'References' tab at www.professionalcoachingservices.info.

What did you do before you became a coach? I spent over 21 years working for large IT corporations in a variety of positions at technical, sales, managerial and executive level. Employers included GEC Marconi, Memorex Telex, Xerox/Tektronix, Ericsson and Harris Corporation. As such I have travelled extensively throughout Europe and the United States. In 1994 I became one of three partners to carry out a multi-million dollar management buy-out of the UK subsidiary of Harris Corporation of the USA. In 1996 I sold my stake in the company to establish my own business, Professional Coaching Services.

Why did you become a coach? Firstly because I was lucky enough to have the opportunity to do so. Secondly because I love working with people and found out by accident that this is something I am really good at.

What qualifications do you have? Outside of my business experience and qualifications I have spent the last 10 years retraining as a coach. As such I am now a certified practitioner in a number of the primary coaching tools including:

- Hoshin strategic planning.
- Myers-Briggs (MBTI) step 1 intermediate and step 2 advanced personality profiling.
- HBDI Herrmann Brain Dominance Instrument.
- Hogan Personality Inventory (HPI).

I also hold the British Psychological Society (BPS) Levels A and B certificates of competence in occupational testing, and I am a member of The International Coaching Federation (ICF).

What distinguishes you from other coaches? Three things – firstly my extensive experience and understanding of technology companies – how they operate, how they make money, and the unique pressures they place upon their key people. Secondly my approach. As I am a businessman-turned-coach my style is very results oriented. I am often described as practical, direct, challenging and down-to-earth. Finally I have invested heavily in technology in order to allow clients easy access to coaching. This includes facilities such as interactive web meetings, on-line access to my diary and working together using collaborative web workspaces.

How do I contact you? The simplest way is by email to martin@pcsmailbox.com or via my website www.professionalcoachingservices.info.