

Biography: TONY PAGE



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Tony is a (British) coach who brings people and teams to “true” leadership unlocking your purpose and power. He has supported mergers in the chemical/pharma financial and hospitality industries, and facilitated top teams in education, media and technology. Experienced internationally with businesses turning over billions, he also serves government and not for profits in addressing wicked problems to deliver performance whether that is measured in profit, market share or social outcomes.

Working with a wide range of people on their leadership, he challenges us to see freshly the shifting, dangerous and beautiful world we occupy, to re-focus on our “real work” and discover our “distinctive contribution”. Reflective, provocative and engaging, and informed by a Gestalt approach to consulting, he believes in your potential and takes learning seriously. Rather than spoon-feeding, he helps you craft solutions yourself. Guiding principles are:

- freedom (nobody needs to be enslaved but we must fight to be free)
- contribution (everyone wants to make a difference)
- inquiry (a question can show you your contribution and your story)
- story (your story, like Samson's hair, gives you power and courage)
- sustainability (we care about tomorrow's company and tomorrow's world)

Commercial programmes in leader, team and organisation development have been delivered in UK, Africa, America, Asia and Europe at senior manager/director level, in BG Group, Hilton, Nokia, Pearson, Philips, Starbucks and The Guardian. With SmithKline Beecham he developed “Navigating Change” which he offers off-the-shelf in a [two day workshop with CIPD](#), and in-company. Tony is developing storytelling as a practical and powerful tool for leaders to make change stick.

Having contributed to the RSA’s Centre for Tomorrow’s Company and the British Council’s leadership work in Africa, he does unpaid and discounted work for charities, professional associations and third sector organisations. He is the author of two books: in 2008 with Philip Goodwin [“From Hippos to Gazelles: how leaders create leaders”](#) and in 1995 [“Diary of a Change Agent”](#).

Married to Helen, with two grown-up children, Wil (23) and Nancy (20), he lives near Hampton Court in South West London. An active 55 year old he enjoys travel, swimming in the sea, running, tennis, a glass of wine and occasionally writing songs.

Tony is a Chartered Occupational Psychologist (Nottingham University 1976), qualified in FIRO-B and Myers Briggs, a Fellow of the British Psychological Society, the Royal Society of Arts and CIPD.