

## **Peter Denman**

### **Overview**

Peter Denman is an Executive Coach offering a unique mix of commercial and people skills developed in fifteen years corporate experience with leading organisations in Australia and the UK

Peter Denman is an accomplished Executive Coach with a background in strategic marketing with leading global organisations in Australia and the UK. During his marketing career, Peter gained extensive experience leading teams to deliver multi-million dollar product launches and marketing campaigns. He has strong analytical and strategic development experience.

Peter's coaching style is down-to-earth with an uncanny ability to make connections that make the complex seem simple. Peter brings a commercial focus to coaching ensuring that change is focused on results that drive organisational performance. Peter's firm belief is that coaching provides individuals with the insights and tools to reach levels of performance they could not attain on their own. Peter has over 3000 hours of practice since 2007.

Peter is equally comfortable working with individuals or leading workshops. A gifted facilitator, Peter brings humour and a pragmatic focus to workshops. Each participant leaves with significant insights and tools to make lasting changes.

Offering a unique mix of commercial and people skills, Peter holds a Post Graduate Diploma in Counselling and Communication from the Australian College of Applied Psychology to complement his Bachelor of Commerce degree. Peter also holds a Certificate IV in Workplace Training and Assessment, NLP Business Practitioner Certification and accreditation in several personality and behavioural assessment tools.



### **Credentials**

Bachelor of Commerce (Marketing and Management)

Graduate Diploma of Counselling

NLP Business Practitioner

Certificate IV in Training and Assessment

Certified in Hogan Assessment Systems

Certified in Myers Briggs

Certified in Team Management Profile

Certified in Personal Directions (Management Research Group)

Certified in DiSC

## Areas of Expertise

### Coaching for High Potentials and Emerging Leaders

Peter has a particular focus on working with high potentials that are developing into the senior leaders of tomorrow. Focusing on their innate potential, Peter facilitates individuals through the process of creating their leadership brand. Utilising knowledge of personality and behaviour, Peter is able to work closely with individuals to identify leadership styles and behaviours that support the achievement of business goals.

### Coaching through Change

Peter has consulted to leading organisations during periods of organisational change, coaching affected individuals through the process of change. With significant expertise in life transition coaching, Peter brings a wealth of experience to major change projects. Peter's work with new fathers has provided him with a range of skills applicable to change on an individual and business level.

### Career Development

Peter has significant experience in career development having coached hundreds of individuals through career planning fundamentals. Peter coaches individuals in developing robust career plans that focuses energy into achieving desired results from their career. Career coaching forms a significant part of Peter's private coaching practice.