

# Rob McPherson

**“I am passionate about providing support to help people fulfil their personal and career objectives – helping people to draw on their untapped skills and inner strengths to unlock their potential and hidden capabilities.”**

Rob is a Business Psychologist, holding a first degree in Psychology and a Masters in Business Psychology – he also holds a postgraduate certificate in coaching. He has coached people from a wide range of organisational sectors and a broad range of roles, from senior executives to first line managers.



## Experience

Rob’s coaching practice is primarily aimed at supporting individuals to fulfil their potential, mainly in a work setting. He has worked as a coach with people from all organisational levels including chief executives and first line managers, but his main experience is in working with senior and middle managers.

This can involve helping people to

- manage career transitions
- communicate and influence effectively
- manage difficult relationships
- develop strategic thinking skills
- manage the impression they create
- build confidence
- build emotional resilience

He has a particular expertise in coaching communication and influencing skills as well as managing ambiguity, and in working with clients who are considering their career options.

Rob’s coaching style is primarily client centred – focused on helping the individual to achieve the change and development that they identify as most desirable. To achieve this, Rob uses techniques to encourage the individual to reflect and draw on their own resources, as well as offering his own insights and thoughts.

Other aspects of Rob’s work include assessment for selection, business psychology consulting, designing talent development initiatives etc., and these activities have helped him to build a strong understanding of the pressures of organisational life. He finds these insights invaluable in supporting his coaching practice.

Rob regularly uses personality assessments to support his coaching and is qualified and experienced in a wide range of psychometric tools.

## Selected client companies

Avon  
Barclaycard  
Britannia Building Society  
Compass Group  
Debenhams  
Fujitsu  
HBOS  
Lotus  
Lucent  
Messier Dowty  
Microsoft  
nPower  
Oxford University  
Richmond Fellowship  
Shell  
Wickes  
Wincanton  
Workmates

## Education, qualifications, professional positions

BSc. (hons) in Psychology  
MSc. Business Psychology  
Certificate in Coaching and Mentoring  
Qualified to use a number of psychometric assessments including OPQ, MBTI, 16 PF, MVPI, MQ, HDS  
Member of the British Psychological Society  
Founder member of the Association of Business Psychologists.

