

Morley Potter



Morley specialises in improving performance through building capability & enabling change, supporting leaders, teams & key groups as they undertake or lead transition. His approach integrates three core strands - business, behaviour & process - and having worked extensively with 'leaderless-groups' his focus falls naturally on leadership, influence & organisation dynamics. As a consultant he undertakes a variety of roles covering research, facilitation, team & leadership coaching and executive education. He has a strong reputation for structure & programme design, and in education for his use of simulation & real-time experience.

Business experience

Morley has been in business for over 30 years, as Director & co-founder of Challenge Training Ltd, a successful venture-capital funded consultancy, & subsequently as Managing Partner of Scott-McGregor, his own independent associate-based consultancy. In the late 70's he was closely involved developing a ground-breaking approach to using outdoor simulation to improve senior management performance through a research project run jointly between the Food Drink & Tobacco Industries Training Board, Imperial Tobacco & the Outward Bound Trust. This has had a profound influence on his subsequent consulting work. Challenge Training went on to pioneer approaches that explored the human & inter-personal implications of change & uncertainty through simulation, work that he continued to develop at Scott-McGregor. More recently he has become closely involved with the development of Flitepath®, a cloud-based stakeholder & commitment management solution for business execution.

Consulting & executive education

As prime contractors to BP, Shell, M&S and British Aerospace, he has led & participated in projects for senior management both in the UK, Europe & Africa. More recently he has focused on management & leadership in professional & financial services firms where he project-managed & delivered multi-site projects for organisations such as Ernst & Young, Herbert Smith & Nationwide Building Society. This work has also taken him across Europe, the CIS & Thailand. He coaches leaders & teams, facilitates conferences & strategic reviews and fronts a number of leadership programmes in the UK & on mainland Europe. As a change practitioner & coach his work ranges across the legal sector and local government through to a fast-growing social enterprise working with 'early years' children in London. He has also been a Business Mentor with the Princes Trust.

Education & background

His educational qualifications include an MBA from the London Business School (1989) and an undergraduate degree from the University of Bristol (UK) in Maths, Computing & Psychology. He trained in process consulting with the Coverdale Organisation, is a Certified Business Coach & is experienced & qualified in a wide range of psychometrics including MBTI, FIRO-Elements, NEO PI-R, Team Sociomapping, Belbin Team roles etc. He has professional membership of the Institute of Directors & the Worldwide Association of Business Coaches. He lives in the UK West Country, is married with two children and has a keen interest in ski-touring, mountaineering & sailing.

Examples of projects & executive education

Over a 20 year period Morley has been involved in a wide range of large & small scale consulting & executive education projects. Examples of these include:



Change management: Shell UK (induction into new blending plant following rationalisation); Conoco/ British Aerospace (team performance improvement); Motorola (closer integration of sales & finance functions).



SBU leaders & teams addressing performance & strategic issues. Coaching assignments in more recent years have included work on: market performance improvement; improving executive leadership profile; redundancy & job search/ application.



UK-wide multi-stage development programme designed to build talent & aid retention. (Approx investment: £900k+).



15 year executive leadership development programme focused on preparing high-potential staff for transition to partnership. (Approx investment over period: £1.2+m)

Herbert Smith

Talent management, developing high-performers in transition to senior leadership roles & at early stage careers. (Approx investment £600k+)

Linklaters

Executive leadership & development aimed at transition & retention of key staff. (Approx total investment £500k+)



Raise sales capability & culture amongst entire Partner population (Approx total investment £400k+)



Regional project to improve service levels & team function in GP practices ahead of introduction of internal market.