



People draw together by their very nature, but habit and custom keep them apart

—Translated from Confucius

DAVID FIRTH

David is a consultant, facilitator, change management expert, conference speaker and executive coach in progressive Organizational Development.

David helps global clients – and those nearer to his home in Loveland, Colorado - institute profound practices for engagement, enrolment and workforce participation. He brings people back to being the source of change - rather than its victims or objects - by unleashing the entrepreneurial spirit of creativity and ownership. This, he suggests, is not a top-down or even bottom-up shift, but an inside-out one.

At the heart of all David's work are his proprietary COQUORA PROCESS and CONVERSATIONS FOR CHANGE methodologies, which are guaranteed to generate creativity, energy and accountability where there was only resistance, stasis and blame in the past.

He has just created a company called *The Coquora Project*, whose mission is to create substantive change in communities, local government, healthcare and education, for all stakeholders, by running One Thousand CoQuora Processes around the world over the next five years.

Current and recent clients include the International Olympic Committee, Amnesty International, Unilever and a globally-famous family confectionary business.

As an author, his books stand as a provocative complement to traditional thinking about leadership, and include *How to Make Work Fun*; *The Corporate Fool*; *From 'Making a Living' to Creating a Life* and the subject of his recent [TEDx talk](#), *Change Your World One Word at a Time*.

Further information on David's consulting and coaching work can be found at www.davidfirth.com and www.coquora.com

I was looking for thought leadership – and someone whose methodology focuses on working with large groups and in the space of changing the dynamic around conversations, as that underpins all elements of the change process in my experience. David Firth fitted this bill: both from his challenge to work on "conversations for change" as opposed to "conversations for confirmation" - a pithy focus which demands a solution basis from all and a rejection of the status quo, and from his positive approach and larger than life personality which brings huge energy and enthusiasm to complex change challenges rooted in people's attitudes and emotions.

Richard Eastmond,

Senior Director of Organization Development & Human Resources, AMNESTY INTERNATIONAL

CURRENT & RECENT CLIENT PROJECTS

AMNESTY INTERNATIONAL

Amnesty International had been attempting to 'sell' a major reorganization to its people for a significant number of years. Stasis and resistance, particularly from the unions, was the status quo. David worked with the whole company in a series of large group workshops to 'shift the conversation' from 'change is being imposed on us' to 'we can contribute to this change'. In addition, David coached the Senior Leadership Team, individually and collectively, to have more authentic and solutions-oriented relationships with their direct reports. This released the 'engine' for change of an aligned top and middle management structure.

Amnesty International has now successfully implemented its reorganization, shifting the NGO from a London-centric office to global hubs and is in fact now on Stage 3 of that change.

UNILEVER

David is coach and consultant to the Global Brand VP for Vaseline, who leads what has become the most highly-engaged Personal Care brand in Unilever North America.

In another discipline, David helped deliver 15 iterations of *The Advanced Planning Program*, a Supply Chain Leadership program for high influence executives in Unilever SC, for 11 straight years. The program has maintained the same two faculty members over that time: David teaches leadership, change and influence aspects alongside Jan Hammond, who is the Jesse Philips Professor of Manufacturing at Harvard Business School, and who teaches the technical aspects of the discipline.

During this same period, Unilever's Supply Chain has moved from number 19 to number 3 in Gartner's ranking of the *Top 25 Supply Chains In The World* (they are number 1 in Europe).

MARS

David teaches communication, storytelling and employee engagement to Supply Chain leaders and Plant Managers, and has done so since 2007. In addition to this, David has recently been taken on as personal leadership coach to the Plant Manager of one of the company's largest food factories and as communications coach for a direct report to the Global Head of Engineering.

THE INTERNATIONAL OLYMPIC COMMITTEE

Television & Marketing Services (TMS) is the 'agency within the IOC' that is responsible for generating all commercial revenue for the Olympic movement in the form of sponsorship, marketing arrangements and TV licensing. Prior to David's involvement with TMS, starting in 2010, the agency had done little to nothing in terms of its Organizational Development. For the past 4 years, David has

- Helped TMS articulate and bring to life an ideal culture, involving all staff over time in the 'imagineering' of that culture and its definition in a series of clear behaviors
- Facilitated the leadership and staff in the development of a culture survey that runs every three years
- Run a leadership development program for its top team in alignment with the ideal culture
- Implemented an annually-run Team Effectiveness Process for all seven natural teams within TMS that helps celebrate ongoing progress and highlights key areas each year for continued development.