

Andy East, Senior Consultant, Authentic Business UK

I love seeing people and companies succeed and grow. After 30 years of experience in the public, private and not-for-profit sectors, I have become fascinated by individuals' interactions with their work environments, and have resolved to walk beside them to help them reach their full, unique, potential. I am passionate about thinking *relationally* and enabling each individual to understand their true value, so that they can flourish within their corporate setting.

My Life Purpose and Values

- My life purpose is "Savouring Freedom", which I love to do – particularly in a work context as the freedom to be the best you can be will make for a very fulfilling life!
- My top seven VIA Character Strengths are:
Perspective, Zest, Honesty, Spirituality, Love, Teamwork and Forgiveness

Experience

- I have held technical posts in the NHS and management posts in other industries, ultimately acting as CEO for a mid-sized business from 1992, before I left to start my own consultancy in 1997.
- In 1990, my wife and I helped to form a charitable project that housed ex-prisoners and others in need, working alongside them to see those lives transformed.
- In 2000 and 2001, I gained commercial pilots' licences in the UK and USA, and for two years I worked as a bush pilot for a non-profit organisation in Alaska.
- In 2006, I relocated to the UK, where I held a Senior Management post in the Telecoms sector; this involved working with junior managers to embed change at a time of huge regulatory upheaval, and is where I learned that true transformation comes from a change in inner belief, and *not* from outer modifications.

Beyond AB

- I am currently based in the UK with my wife, Linda. We are parents to six kids, and have nineteen grandchildren, who continue to teach us the uniqueness of the individual and the finer points of interrelational behaviour. I love cooking, my family, and witnessing transformation individually and corporately.
- Languages: English (native)



I love to see people make the inner journey from a pure 'performance' mindset to one that expresses value and purpose.

I have often seen this bring real change as an "output" perspective gives way to a sense of fulfilment.

Clients value my partnering approach of mentorship and encouragement, and they prize my ability to ask the 'right' questions.

