

Des Morant, Consultant, Authentic Business Group CIC

I am passionate about working with people to help inspire positive change and increased effectiveness in their lives. I am deeply motivated by the challenge of helping people realise who they really are, and I will not stop until I have left behind a legacy for others to follow. I am constantly looking for ways to empower and inspire those I work with. Encouraging individuals comes naturally to me, as I love to make people feel good by calling out the truth I see in them. It is my goal to speak life to all that I meet.

My Life Purpose and Values

- My life purpose is “Igniting Destinies” which means that I love seeing the potential that lies within others (often before they themselves can see it), and agitating them into action – as it often takes someone else looking from the outside to see untapped potential, and a well-timed trigger to release it.
- My top seven VIA Character Strengths are:
Spirituality, Love, Honesty, Humour, Gratitude, Leadership and Perseverance

Experience

- Co-director at Mastermind Academy UK Ltd, with over 20 years’ experience in coaching, mentoring and public speaking.
- Co-author of *The Ultimate Professional Footballer* (available on Amazon), which details Mastermind’s 8-step programme for mindset change in under-21 professional footballers.
- Trained as an IT technician for Ricoh UK, with over 28 years in customer onsite solutions.
- Apprenticed as a technician at an artificial limb-fitting company. I came first in the programme and won the top award at the Engineering Industry Training Board (EITB) as a result.
- Qualified BTEC mechanical and production engineering.
- Managed and coached football for ages 7-16 at the semiprofessional level; winner of multiple trophies.

Beyond AB

- I have been happily married to the wife of my youth for the last 23 years, and have lived with her in South London for over 18 years. I have a son and a beautiful four year old granddaughter. I am an avid supporter and student of the beautiful game that is football. I enjoy DIY and working on and completing various home improvement projects.
- Languages: English



I am an encourager, motivator and a man who draws out the best from people. I love working with teams, especially in identifying hidden areas for growth that will help them win – and win in style.

I love creating humorous and relaxed environments when working with clients (and beyond). As a result, my clients feel that they are able to freely express themselves without apprehension or fear of judgment.

