

Israel Oyelumade, Director, Authentic Business Group CIC

After graduating in 1998 BA (Honors) from Royal Academy of Dramatic Arts,. I enjoyed a varied career, acting and directing all over the world. After 12 successful years of film, stage & TV in London's West End & Hollywood, I started to sense that there was more to be done with my passion for communication. I knew that the spoken word and the power it holds would be a key component to great leadership. In 2010, I entered the corporate business arena and cross-trained in leadership development, culture change and top team effectiveness. My spikes include corporate storytelling, Oratory dynamics© and Executive Presence.

My Life Purpose and Values

- My life purpose is “Unleashing Heaven”, which brings freedom, unlocks fears, and inspires hope by inviting people to see themselves through the much healthier lens of their *original design*.
- My top seven VIA Character Strengths are: Perspective, Spirituality, Social intelligence, Teamwork, Kindness, Hope, and Appreciation of Beauty & Excellence.

Experience

- **Media & Telecoms** – Executive presence - Storytelling workshops – part of large programme
- **Finance** – Co-designed and co-delivered a 2-year culture change programme in Romania and Moldova for main banking institutions. Also worked with the largest bank in the Nordics and EU.
- Lead faculty for a European banking organisation as part of a multi-divisional culture transformation programme.
- **Hospitality** – Lead Faculty – Part of a large-scale transformation Programme – across the MENA region. It was the first of its kind.
- **F & B** – Culture change intervention to reposition brand in the market – also executive coaching with C-suite team.
- **Pharma** – Executive Coaching programme of CFO – world's leading Pharma organisation.

Beyond AB

- I have three lovely children with my wife, Catharine. We live in the historic city of Bath, in the UK. I produce and direct plays in the West End of London. As a family, we love music, theatre, foreign travel and sport. We are very active in our local community.
- Languages: English (native speaker)

I bring 12 years of professional experience and understanding into the world of leadership development and Corporate facilitation. I have coached senior teams and individuals globally, for over 9 years. I major in Corporate Communications, Executive Presence, Inspirational leadership, Client Storytelling and transforming culture. I have an expert understanding of *oratory dynamics* (the power behind the words we use) and how to inspire engage and demonstrate key components to secure leadership.

