

Jeff Simpson, Consultant, Authentic Business Group CIC

My passion has always been about helping people and organisations discover who they *really* are in a world with so many conflicting voices and opinions. I have more than 25 years' experience in Business Development and training, which has been invaluable for my time as a Co-Director of Mastermind Academy Ltd. As Co-Director, I have greatly enjoyed throwing myself into Coaching and Mentoring under-21 professional footballers through our proprietary mindset transformation programme.



I am a highly committed, loyal and responsible individual who maintains a positive, open attitude when confronted with new and challenging situations.

I am always very organised and structured. I combine good administrative skills, with a friendly and approachable disposition.

Clients value the new perspectives, new thinking and new ideas I bring to the 'field'.

My Life Purpose and Values

- My life purpose is “Inspiring Heroes”, which perfectly describes my life’s work, focus for the future and motivation for helping others grow in their identity.
- My top seven VIA Character Strengths are:
Gratitude, Hope, Leadership, Love, Fairness, Kindness and Spirituality

Experience

- I have been Co-Director of Mastermind Academy Ltd for the past nine years.
- I spent over 20 years as a Business Development / Area Manager, and specialised in training, coaching and mentoring employees of major corporate organisations, in various areas of the business world.
- I am co-author of the book *The Ultimate Professional Footballer*, which details the 8 steps footballers need to take to become a well-rounded person and respectable professional.
- In an Authentic Lives context, I have organised and facilitated workshops in groups and in one-on-one coaching sessions. I am also an accredited member of the Authentic Business (AB) family.
- I hold a CIPD in Management, a PCSC certificate in social care, an Advanced Management Acceleration Certificate, as well as an A level In Psychology.

Beyond AB

- I enjoy socialising with my friends and family. I am a petrol head so I enjoy driving and watching Formula 1 Grand Prix racing, foreign travel and eating great food. I also like to relax by watching films on TV or in the cinema.
- Languages: English (native)