



BIOGRAPHY

Jez Cartwright

Jez Cartwright is currently one of the top names emerging within the upper tiers of the coaching world. He has used his experiences from both elite sport and business to redefine and develop a coaching style that people are finding both refreshing, rewarding and most importantly successful.

He started his first business in 1994 focussing on Elite sports teams and individuals. He worked with a number of Premiership football sides (Sheffield Utd, Sheffield Wednesday and Middlesbrough FC) as well as being selected to work with a number of National Squads across many sports (GB Rowing, GB Diving and England Cricket). His goal was simple: to get the best out of them; a philosophy that goes right through everything he continues to do today. Jez has also been involved in setting up and running several other businesses and is aware of the different sides of success, both of which have taught him about the finer points of elite human behaviour.

Since 2003 he has run Akindred, which he founded to get the best out of any individual, team or organisation in the shortest amount of time. He has developed his own unique style that gets to the core of an individual with rapidity and accuracy that is second to none. The energy that Jez brings to the process is not only encouraging but also helps challenge long held beliefs that simply no longer hold true. His tenacity means that people feel they always have someone behind them once they are prepared to look at the reality of their situation.

Jez's passion for learning and professional development, in order to increase his understanding of the further subtleties of human performance, continued on from his early Masters in coaching, to include international courses led by world experts in their field. This has led to him encountering both the conventional as well as unconventional approaches to understanding and getting the best out of people. His multi-pronged approach enables Jez to be described as "annoyingly accurate" by more than one of his clients in the work that he does.

His primary focus is to get the best out of people and his style is individually tailored to each client. His work has spread across many sectors from the global banking and financial world to smaller SME's in the consultancy and service sectors, as well as some high profile personalities from the entertainment and sports world.

His work continues to gather momentum across the coaching world and his first book, *The Handbook for Exceptional People* (Macmillan 2008), has already topped the Self Development Section on iTunes.