

Aubyn Howard

Leadership coach, organisational consultant, team facilitator and educator

Director of Psychosynthesis Coaching Limited

MSc in Change Agent Skills and Strategies



Professional Expertise

Aubyn has 30 years' experience as a management consultant, facilitator and coach, bringing about transformational change and leadership development by working closely with leadership teams.

Career and Experience

He worked in the Merchants Group for 17 years, becoming Strategy Director and heading up customer management and change consulting services before becoming independent in 1999. Aubyn's focus is on facilitating development within individuals, teams and organisations, bringing together psychological, cultural, behavioural and systemic perspectives. He draws upon experience of working across different sectors and cultures to catalyse transformational leadership, business innovation, collaborative working and performance improvement. Aubyn continues organisational client work alongside developing other leadership coaches through PCL's educational courses.

Training and Qualifications

- BSc Economics, PG Certificate in Education
- MSc in Change Agent Skills and Strategies with The Human Potential Research Group (founded by John Heron) at Surrey University in 1999
- Trained with the Institute of Psychosynthesis between 2000-2004 (led by Joan and Roger Evans)
- Certified Spiral Dynamics (with both Chris Cowan and Don Beck)
- NLP practitioner (NLPU with Robert Dilts)
- APECS Accredited Executive Coach

Academic and Educational

- Module author and tutor for MSc in Management Consultancy at Surrey University (1999-2001)
- Supervisor and tutor for the MA in Psychosynthesis Organisational and Leadership Coaching (2011-2015)
- Programme Director of the Post-Graduate Certificate in Psychosynthesis Leadership Coaching (2015-)
- *The Influence of Leadership Paradigms and Styles on Pharmaceutical Innovation*; Chapter 19 in Schuhmacher, A. and Betz, U.A.K. (2016) *Value Creation in the Pharmaceutical Industry*, Wiley

Clients and Sectors

Clients in the UK, Europe, Africa, Asia and North America, include: Abbey, Acoura, Alcumus, Atlas Knowledge, British American Investment Group, Birmingham & Solihull Business Link, DfES, European Union, GDFC, Hays, HgCapital, Lloyds TSB, London and Continental Railways, Mercedes, Nycomed, Roche, Takeda, Virgin Atlantic and others in financial services, ICT, travel, transport, pharmaceuticals, private equity, healthcare, social enterprise and business services.

What Aubyn's clients have said:

"Aubyn quickly got buy in from the team and myself and made a positive impact to the financial health of the company through better team work, working with individuals one-to-one on performance issues and in the successful development of the annual plans and strategies. He uses his coaching skills to support the company's strategic direction and can be relied upon for independent and positive inputs. It has been a pleasure to work with Aubyn and I would recommend him to other companies without any hesitation." JR, CEO, Business Services

"Aubyn provided leadership development support for key individuals in my team who were facing particular challenges, e.g. in leadership behaviours or positioning with others in the organisation. He facilitated 360 feedback exercises and leadership development planning as part of this. Many of the individuals Aubyn supported in this have achieved great things within the new organisation." AS, Strategy Director, Pharma Industry

“Organisational transformations and transitions needs to be managed at different levels, and working with Aubyn brought all these levels together. We gradually built a more innovative, dynamic, drug hunting culture within an operation across different sites in Europe and India. Most significantly this reflected in transformed organisational performance and the achievement of our critical goals. It was very valuable to have Aubyn coaching and engaging with the team throughout this journey to address the human challenges at individual, team and system levels.” SN, VP Discovery, Pharma.

“Aubyn and I met for 1:1 coaching for a couple of hours monthly or more and during that year, I gradually saw new sides of myself, and was able to find solutions to day to day problems. I learned about my strengths and how to use them, and about my areas for improvement. It was a journey that revealed things about myself, that I can now use as tools in my daily business and leadership... the sessions made me able to focus and step up to the task as a leader and professional. Work is much more fun, and I felt appreciated and recognized.” CM, Pharma.

Illustrative organisational client assignments

- **2017 – Matrix working optimisation.** Developing and facilitating a matrix working educational programme for mid-sized pharma R&D, involving two-day workshops for cross-functional groups from project teams.
- **2017 – Strategic thinking leadership development programme.** Ongoing programme to support European leadership team to develop individual and collective capacity to think and act strategically; involving 360 feedback and profiling, 1-to-1 coaching, two-day team off-site, study guide and other resources for self-directed study.
- **2015 – 2016 – Global insurance group facilitation.** Facilitating the leadership team to develop a new strategic plan; running sessions at large annual events involving global membership from all regions.
- **2013-2015 – Leadership coaching.** 360 feedback, profiling and coaching for leaders; off-site facilitation for whole company events; for mutual organisation providing finance to improve energy efficiency,
- **2014 – New leaders’ development programme.** Co-leading a four-day module as part of an international programme for new leaders, focusing on advanced change leadership, communication and coaching skills.
- **2011-2013 – Senior team leadership development.** Private equity company investing in the food certification sector. Profiling and leadership development coaching with the senior leadership team.
- **2007-2013 – Commercial and organisational due diligence.** Private equity investing in the e-learning sector. Due diligence, profiling and assessment of the senior leadership teams; strategic planning facilitation, guiding the development of business growth, innovation and customer strategies; leadership profiling of candidates for senior positions; executive team leadership development coaching.
- **2012 – Marketing strategy and business planning seminars for senior executives in Kenya.** Three-day off-site seminar for fifty senior executives in a financial services group. Followed up with a three-day business planning workshop, with senior leadership team profiling and coaching.
- **2011 – Strategic marketing seminar for senior executives in Mauritius.** Three-day off-site seminar for one hundred and fifty executives across a Group of companies in Mauritius and Kenya, including financial services, transport, travel and retail. On-going support for strategic planning and leadership development.
- **2009-2011 – Senior Management Team 360s, leadership development and team building in the Rail sector.** In-depth qualitative 360 feedback assessments and leadership profiling, followed by leadership development coaching with senior executives. Facilitating the senior management team to lead the organisation through significant change and transition towards successful sale.
- **2009-2011 – Organisational design and change management for pharmaceutical Global Discovery.** Supporting new Head of Global Discovery to reshape his organisation and bring about a more innovative, drug hunting culture across different international sites in Europe and India. Change management consulting, coaching, leadership team development and training to support organisation restructuring.
- **2007-2009 – Change implementation programme for international pharmaceutical merger.** Supporting the integration of two pharmaceutical companies across international borders and guiding the change implementation of a radical new operating model. Change diagnosis interviews with senior management and coaching extended management team and their teams through the whole change process.
- **2007-2008 – Organisational Development and Change Management on Phare TA to SME sector in Romania.** Organisational diagnosis to for the Ministry for SMEs. Organisational development, training and coaching change champions and guiding the senior management team to lead the change.
- **2005-2006 – research into the impact of networked learning in education.** Engaged with the Networked Learning Communities (NLCs) programme over a one year period and provided different perspectives on the impact of networked learning. Published “The Networked Learning change agenda for Local Authorities.”
- **2003-2004 – Change programme diagnosis, design and implementation for UK retail bank.** Critical organisation wide engagement programme to bring about behavioural change in support of new strategy and brand repositioning. Facilitating change workshops with senior management team and next level down.