

# Customer Profile

# David C M Carter



For CEOs looking to achieve their optimum potential, but feeling the usual avenues of self-improvement not really cutting the mustard, they may want to consider the help of a mentor. And not just any mentor – David C M Carter is the man to take you to the top. We spent some time getting to know this charismatic Broughtons Customer.

Having worked in the financial sector for two major multi-national banks all around the world, founded two leisure businesses and been involved in the sale or purchase of 30 more, David has not only encountered many of the best management but also been in the driving seat himself. He's enjoyed the highs of running a business and been painfully aware of the lows. On his path to self-improvement, he's read countless personal mastery books and attended a multitude of seminars and retreats, learning from gurus and those successful in their field. If there's anyone more aware of what works and what doesn't, it's David.

Fourteen years ago, David launched Merryck & Co, which grew to become the world's biggest and best executive mentoring service with offices in the UK, America, Europe and Australia. Leaders of Fortune 500 and FTSE businesses were being served by David and the equally able fellow mentors he employed.

"Great leaders truly understand that a mentor is the difference between success and significance," explains David. "They understand the value of a mentor and they can afford the kind of intense, personal service I provide."

In helping these leaders in commerce, society or entertainment – David's clients range from actors, to high business CEOs to royalty – he delves deep into not only their field of expertise, but also what they want to achieve; their strengths and weaknesses; their skills. And, he says it's not for the faint hearted.

The 'start of the relationship' begins by David and his client undertaking a two-day retreat where they are taken to a discreet 'sanctuary' where the pair can explore new ideas and unpack old concerns – essentially everything is stripped bare and the two work on the future goals. After the two days, the client leaves with a focused plan for which is instigated over the next two to three years.

During that time, David aims to see his clients at least for a half day every month as well as using Skype to communicate every week. At the end of each year they do another two-day retreat, re-evaluating and reassessing all for the common goal – to make the best that David works with, better.

**Consultant to the C-suite and a former CEO** David Dennen, a Carter client, was delighted with the services. "David Carter has the remarkable ability to bring the future to the present, to dramatically increase the probability of success, to speed up the success timetable dramatically and focus on the power of leaders to create new ways of doing business."

Praise indeed.

David sold Merryck & Co in 2010 and has since kept his clientele down to a maximum of 10, so he can focus on these individuals intensely and whole-heartedly. He has also taken some time out to write his own self-help book; an amalgamation of not only his experience in 'the field' but also the many other resources that he has gleaned upon during his journey.

David is also establishing an invite-only, exclusive networking group known as The Rocket Club which will feature the UK's most dynamic and brilliant young and up and coming movers and shakers of our time and providing a fantastic networking platform for these such people. At present everything is in the planning stage but it looks set to be an exciting project – yet again bettering the best, improving their potential. For details The Rocket Club – check out [www.davidcmcarter.com](http://www.davidcmcarter.com)

"Mentoring is all about finding the extra gear in the gearbox in all aspects of our lives – mental, physical, emotional, spiritual," says David. And he is on hand to find that sixth gear to set you on the fast track to success.

**David on Bentley...**

"My first Bentley, which I purchased three years ago was a Continental GT – in fact the one in these photos. I loved every single mile I drove in it. After 90,000 miles though, I was getting tempted to look at another one. I think I might have made the foolish error of mentioning this to someone at Broughtons when I popped in for a minor item requiring attention. I walked out 30 minutes later with an order signed for my new Convertible. I thought perfection was impossible to improve upon – but my gorgeous new GTC has proved that saying wrong.

"There are so many lovely, small enhancements – small, thoughtful touches, especially the SatNav! It's also just a joy to drive with the roof down, at speed – and I cannot get over how quiet it is! It's very impressive. Its also got the best sound system in any car I have ever had.

"I was also so impressed by the service from Bentley Finance, who quickly came up with an imaginative and attractive deal – it really did make the whole decision process effortless. Which is what for me the whole Bentley experience is all about. Effortlessness.

Effortless service in every aspect of my dealing with Broughtons – and effortless, luxurious driving.

"It's amazing how many times I now say to people 'they are the Bentley of private bankers or the Bentley of yacht charterers', meaning, the very best of the very best at effortless, customer-centric service or quality. Which is completely aligned with my own life purpose of being the best version of myself – and helping my clients do the same with their lives and businesses.

"There is something very special about Bentley Cars – they represent quality, luxury, exclusivity, power and elegance – all in an understated way. Which I hope is how my clients see me. I hope one day, someone would describe me as 'The Bentley of Mentoring'.

"I will have to make sure to avoid visiting the showroom when the new Continental GTC Speed comes out – as I suspect that might also lure me in. I am pleased to learn that it's a few years away though, so I will continue to enjoy every mile of this new one."

