

TESTIMONIALS

A white, stylized signature or scribble on a black background. The signature is highly fluid and cursive, with a large, sweeping loop at the end that extends to the right edge of the frame. The letters are interconnected and difficult to decipher as a specific name.

DAVIDCMCARTER

DAVIDCMCARTER.COM

I believe that the purpose of life is being and becoming the very best version of ourselves. Every day we face dozens of choices. We must ask ourselves, "Which choice will help me become the very best version of myself that I can possibly be?" Understanding this simple truth, and committing to it, is what separates the best from the rest.

I mentor only ten highly successful, carefully chosen clients at any one time. They include CEOs, business leaders and entrepreneurs, plus celebrities, philanthropists and a small handful of other interesting successful 'movers, shakers and shapers' who want to be and become the very best versions of themselves.



*David Carter*  
THE MENTOR

## RICH BAIRD

David has a sixth sense when it comes to understanding human behavior and its commensurate motivations. He is also very adept at helping individuals really challenge their parochial thinking to become more innovative and self challenging.

I first encountered David through his work with one of our senior partners on the global leadership team. This was a very strong, capable guy, but he had difficulty keeping focus, had difficulty managing a very diverse agenda from Spain to France to Portugal to Germany to Italy. We were looking for some mentoring support and David's name was recommended to me.

I asked him to help the partner draft a focused business plan for Europe, and an execution protocol. I further asked him to instill in the partner the confidence needed to be more assertive and resolute. If he couldn't do that, we would not be able to get our European operations aligned.

David helped this partner understand the importance not just of strategic thinking, but also of assessing the implementation methodologies in a complex environment.

**David is one of the greatest listeners anyone will ever encounter.**

David helped the partner realize that authority is something that you earn because you assume it's yours to have.

David did an excellent job. The partner and he developed an excellent relationship and the partner saw real value in that relationship.

I am a huge fan of David Carter.

David is a true gentleman, he's got a wonderful way about him and he loves a good joke.

A coach is more about reinforcement, a mentor is about breaking new ground.

If you're not achieving excellence in what you do, then why are you doing it? If you're not developing teamwork in what you are doing, then you're not adding and if you're not inspiring leadership in what you're doing, I guarantee you'll have no legacy.

David is one of the greatest listeners anyone will ever encounter.

## KIRSTY BASHFORTH

I can honestly say that, through my work with David, my life has changed. I have changed my life.

Within the first 15 minutes of my retreat, I was in tears. It was exactly the right timing. I'd just come out of a very stressful job. It was abundantly clear to me that I didn't want to do the sort of job that I was expected to do. My work had been consuming me. It was time to move on, but to what? To where?

David unpeeled me instantly. I realized I wanted a much more balanced life. Within nine months of beginning my relationship with David, I had a much more balanced life.

Despite the fact that I knew I had to make certain crucial decisions, I would not have made them without David's mentoring.

It was scary. I'd always lived within predictable boundaries. David has helped me see that I was the one who had erected the barriers that were in front of me. Once I realized and accepted that, I could plot a course over, around or through them.

Before working with David, I'd always done what I thought was expected of me. I didn't have the temerity to put my best interests first and foremost. Then I learned that being bold and clear about what you want is not being insolent.

David is straightforward. He is direct. He is more open than I had imagined a 'perfect stranger' could be. He's willing to talk about subjects that would make many 'conventional men' (whatever they are) cringe and squirm. David is very honest about his own failings, feelings and views.

My time with David is a massive, ongoing, worthwhile investment. I hope to continue our relationship for a long time.

## NICK BOOTH

David worked with me as my mentor throughout the last four years of Full Stop, which was quite often a very challenging time. We had this huge and previously unattained goal to achieve, and were certainly quite off track on various occasions. He was really helpful as I tried to bring the ship into dock ... which we did.

We'd built a big team to achieve our goals and at the end were able to integrate everyone into the organization. We also raised £274m.

After a long journey it was a success, but I had no idea what I was going to do next.

Where David really made a difference was helping plan what I was then going to do. I had absolutely no idea so he very wisely said, 'If the only thing you're certain about is uncertainty back the thing that you're certain on and that is that you don't know.' This gave me the space both to recover personally from the challenges of the campaign and also enough time to build a portfolio of options until the solution arose. To paraphrase some well-known quotes of Goethe and Pasteur, chance happens to the prepared mind!

Mentoring works in periods of transition. How do you help people make the right decisions in the process of transition? David has helped me make decisions during those moments.

David moves between technical input, tools to use and on occasions more just asking you questions and forcing you to think about decisions. He refuses to make the decision for you.

In the roles I have, avoidance of mistakes is almost as important as entrepreneurship. This is a key mindset for me and I really do value David's guidance.

**He's remarkably good at framing things and helping you make decisions.**

David knows his subject. He's remarkably good at framing things and helping you make decisions. Not taking it off you but leaving it for you to resolve. David is excellent at facilitating the process to do that.

David has a remarkable ability to understand people and to help them maximize their potential and opportunities, coming at it from their perspective.

David is immensely supportive. Everything starts with that. You know you can raise anything you want. An important part of my life is to know he's there if I need him. He's very thoughtful, reflective, funny, caring ... you don't get a sense you're just one of 10 people. David is horribly perceptive.

David, to quote Adam Smith, is an invisible hand in the market ... he's an invisible hand in your own free market of opportunities!

## SIMON CALVER

For me, a mentor is an independent ear for a chief executive that can help you on two fronts, personal and business.

I was surprised when I first started to work with David. I was a little bit suspicious but after the retreat and first quarter I found the relationship very useful. I quickly came to regard David as a personal friend, rather than a mentor... but a personal friend who invoices you!

David, especially in the retreat, helped me to step out of my shadow. The framework we built for our relationship, combined with the support he afforded me, helped me become more confident.

Part of our work together involved going for a two hour walk-and-talk around a lake. I would disclose what was troubling me and he would share the stories of his life, and the lessons learned from them, that he felt were applicable. Despite his success, David is a humble man. That attribute is admirable and it induces trust. In our conversations, there was never a lecturing dynamic. It was always sincere, honest, rich, authentic discourse between friends.

I spend quite a bit of my time in discussion with David thinking and recalibrating how I want the team chemistry to work, so I can enable and empower them to do what I need them to do, rather than manage them all.

There is almost something very Buddhist in David's thinking. I find his counsel simultaneously grounding and transcendental.

There have been half a dozen jewels and nuggets that have been incredibly invaluable for me. Like ... how do I define my own personal happiness? How do I centre myself as an individual so that therefore I can be centered in what I do? What doesn't matter and what does matter?

David is empathetic, considered, honest, understanding, practical and experienced. David is wise.

David has an amazing talent to pull together all sorts of related ideas. David connects emotionally which allows for truth, authenticity and openness.

Half the battle to be a successful leader in an organization is to begin to know what you don't know. David is very good at is helping you know what you don't know.

## JOHN DAVY

I sold my business for 10 x EBIT. David played a large role in that effort.

David's initial overture to me was via a handwritten letter. I hadn't seen a handwritten letter in years. I was so impressed, I had to contact him.

A mentor, for me, and I can only describe one with David in mind, is somebody I like and can lean on. Bill Withers' classic song, 'Lean on Me', usually springs to mind when I think of David. If you know the song, you will instantly understand that David and I have become good friends.

David is a great, objective sounding board. I would call him to bounce an idea around and he would either be supportive of it, or pour cold water on the idea, depending on what was deserved :-).

We developed an interesting role for David in the selling of my company. He would attend negotiations with potential buyers. Those meetings were often very tense. A room filled with lawyers and a lot of money at stake. Even the professionals on my side seemed to have their own agenda. David had ONLY my interests at heart.

For the most part, David sat quietly and listened very intently to everything that was said. After processing what had transpired, David would offer ideas that were a bit oblique. He'd seen things that everyone else in the room had missed. When carefully contemplated, David's insights and suggestions often proved to be profound, and profoundly helpful. If there are people who take a helicopter view, David takes the view from above the helicopter.

Unlike other mentors and business coaches, David never once tried to sell me another package. When I tabulated his bills and weighed them against all that he had done for me, all that he helped me accomplish, I realised that I had gotten great value for my money.

## JOHN DUNSMORE

I believe in change management and there was a lot of change happening when I took over the running of the UK beer business of Scottish and Newcastle. The head of HR suggested that a mentor might aid the cause. I was pretty keen on the principle, but I didn't know what it would actually yield.

The context of our relationship is quite material. I took over the UK business of a FTSE 100 company. My division was the biggest division within the company. Within 6 - 9 months of starting the job, I had to drive a profits warning announcement that caused the company to be the worst performing FTSE 100 share in that year. And things got worse before they got better.

Do you know that old Kipling yarn about how, if you can keep your head when all about you are losing theirs...? David's work with me through that very difficult period allowed me to keep my head.

Looking back, I believe the biggest thing David got me to do was to recognize all the stakeholders, and take into account their desires. In my job, it was critical to persuade the various powers that be to do things they didn't necessarily want to do. That is a difficult task to accomplish, even

when you are exposed to and working with those people on a regular basis. The remarkable thing about David is that he could get inside the minds of my colleagues just from what I reported to him.

David was able to understand the dynamics of meetings he was not at. At times, it was as if he was more capable of articulating the views of people he'd never met than they were themselves. That kind of almost clairvoyant insight was invaluable to me.

There's little point in having a brilliant strategy if you can't sell it to others. When I would tell David about a new strategy that I had developed, he was able to tell me how the stakeholders were likely to react. This helped me build stronger cases for my strategies.

I suppose we all have a tendency, at times, to put off some things that we know we have to do. David won't have any of that, thank you very much! He pushes you.

During turbulent times in our careers, when all about you are losing their heads, one can't help but wonder if it's worth it. To wonder, 'What's the bloody point?' That is when David's services are most valuable. Business coaches help you build a better business; David will help you build a better business and a better life.

## KEVIN ELLIS

David is omnipresent! He gets lodged inside your head. That's a good thing.

He's not necessarily going to provide you with solutions. He prods you. He questions you, sometimes asking the same questions in different ways, until you have those 'light bulb' moments.

Sometimes he just sits in silence, intuitively knowing that things are becoming clear to you, and he daren't disrupt a breakthrough.

David challenged me about my future plans and made me rethink what it was I wanted to do. I came to understand that if you fundamentally readjust your long term goal, it changes the short term decisions you make. That's obvious, isn't it? Well, sometimes the obvious isn't

## ANNE FERGUSSON

David is a very intelligent man. I've seen when he focuses on an individual, the attention he gives them is 120%. His advice is remarkably compelling and thought provoking. If people follow it, then I am sure that it will have a very beneficial effect on their lives.

He's working with people who will be leading such large or important enterprises in the future that they will be making a huge difference in the world via the impact they have on the world.

I think David's capable of working with politicians, royalty ... there's no area of society that David couldn't go into and make a difference at the highest level.

Well-run networks generate a lot business and influence a lot of business.

I first met David through my work with PWC. David was running a global leaders forum. I run the executive director network for PWC, which is comprised of mature business leaders. David's leadership forum was a perfect fit for us and our people got so much from it.

**I've seen when he focuses on an individual, the attention he gives them is 120%**

Those who become members of David's newest project, THE ROCKET CLUB, will be extremely fortunate, for there is far more to David than 'management consulting' and 'business coaching'. Those terms seem vulgar compared to the almost shamanic guidance David offers. There have been a number of conversations I have had with him where I felt the scales were falling from my eyes. Membership in this exclusive network of the 100 most dynamic, driven and brilliant next-generation leaders will be highly sought after.

The mind boggles when considering what can, and surely will, be accomplished by members of THE ROCKET CLUB, individually and collectively. It is not hyperbolic to say that they will, under David's guidance, have everything needed to change the world. For the better.

David has a quiet graciousness about him and he doesn't need to do any more than be what he is. He is outstanding at building people's confidence and I don't believe you get anywhere in life without confidence.

David is very good at getting people to pause ... and to behave as the best versions of themselves. You have just got to meet David, he's wonderful ... amazing.

## DEEPAK JAISWAL

David's impact on my life was immediate. Our retreat enabled me to understand clearly, my opportunities as CEO and his support right from this start enabled me to overachieve what I set out to do.

I chose David to mentor me because I wanted to learn. I wanted to understand. I wanted someone I could fire ideas at allowing them to be structured into plans when great, but shot down fast when bad. David's diverse and in-depth background made me confident that he knew the difference between a great idea and a bad idea. And his honesty meant that I knew he would not pander to anyone, especially his Clients, and would tell them how he thinks it is even if that's not always what they want to hear!

The mentors I passed over to work with David had some impressive 'alphabet soup' behind their names, but their 'wisdom' was rooted in text books. David, on the other hand, had built, run, grown, bought and sold businesses. He had succeeded, he had come very close to failing, he had made money and lost money. There is no substitute for experience. It was an easy choice. A no-brainer.

I worked with David through what was one of the toughest years in our business, when the crash happened late 2008.

**David is fun, a joy to be around.** David was working with others who were also navigating their businesses around the wreckage brought on by the crash.

These companies were all employing different strategies and David's knowledge of the various efforts proved to be invaluable for me.

David helped us devise and execute a CVA in early 2009 and it was brilliant. The company liked it, we got really interesting results from our different offices, we used those results, we learned from them and we tackled the problems we had head-on. Combining the CVA results with 'case studies' on how companies were reacting to the crash, my team were able to react quickly to focus the business on what mattered, defined new methodologies and hired the very best talent. Result: a more productive organisation and a springboard to leap forward with revenue growth at over 40% in a six month period alone from October 2009. We had recovered well ahead of the competition and enjoyed increased marketshare in domestic markets and strong foothold in new markets around the world.

David is fun, a joy to be around. He is constantly moving forward. He is dynamic. He's entrepreneurial. He is sensitive and empathetic. He understands people. He's invaluable as a mentor (though beware; he's a hustler on the golf course!).

David has helped me to learn to appreciate life and business much more. He's enlightened me in a lot of different areas and probably more than he will ever know. He's made me look at things differently and made me want to do more.

If you have David in your arsenal you're doing well. It's a privilege to have David want to work with you. I feel very lucky to have had David as a mentor, but more so now as a friend.

## JOY GRIFFITHS

Many years ago I heard a story, perhaps of Chinese origin, about how a mirror is the most valuable weapon or tool a person can ever have, because it makes you look at yourself. David holds the mirror up for you.

Conversing with David is like walking through a mirror maze. Our relationship is not so much about David giving me advice: it's about me using him to reflect back so I can understand what the consequences will be for the choices I make. When I do that, I make the appropriate adjustments.

Before I engaged David, I thought there might be something a little clinical about mentors. Not so. Not David. If David selects you to be one of his clients, you will, very quickly, develop a deep connection with him. So deep that he will quickly become an 'old friend.' The kind of dear friend you can talk to about anything.

David is very caring. He can go along with the flow and then, all of a sudden, he's really in your face. Not aggressively, but assertively. He once shocked me by saying, 'Joy, you sound like a victim.' I thought that was nonsense. He 're-wound the tape' and made me listen to my words. He was right. I was sounding like a victim.

My relationship with David began when my company started to wonder if they were about to lose me. They asked if I was interested in having a mentor. I was not clear about what I wanted to do in life. With life. David's mentoring has helped me identify ambitions that I didn't think I had.

David shares a lot of himself. I came out of the retreat thinking that I liked him a lot. I figured we'd get to be really good friends. We have.

**David's mentoring has helped me identify ambitions that I didn't think I had.**

David's got flaws and foibles like the rest of us. But he's willing to articulate them, and face them head on. That quality makes him a credible mentor. He walks the talk. Like all leaders, David leads by example. The joke, 'Take my advice, I'm not using it,' does not apply to my friend David Carter.

## ELHAM HASSAN

I was embroiled in some highly charged office politics when David started informally mentoring me. Conflicts with the leadership in my territory were common.

He advised me about how to deal with certain people, in a certain manner, that allowed me to keep my sanity and stay focused at work. When it felt like it was 'me against the world', David's analysis and feedback made me understand it wasn't. It was very apparent that he was looking out for my best interests.

David was very passionate when he spoke to me. Sometimes I thought I was his only client. His ability to predict how the company would react to my ideas and actions was remarkable.

He discovered certain strengths in my personality that I was suppressing and assured me that there was no need to continue doing so. This freed me to make important decisions that I would not have considered to be my style previously.

Prior to meeting David I was too busy 'getting on with life' to give proper consideration to what I wanted from life. He made me decide what my aims were and whether or not I was willing to compromise and accept something less than what I wanted.

I think everyone, regardless of their seniority, at one stage or another in their life might need a mentor. When it comes very important changes in their life they would need that.

David is a hard working professional, a dedicated and passionate person. I saw the efforts and how tirelessly he works around the clock to make things happen.

## PETER KALLOS

I moved from being a petroleum engineer, working on technical jobs and oilfield development type work, to a more entrepreneurial role in business and commerce. Then I was invited to go into general management ... to go out and run one of our businesses. At that point, I met David. I was in a new role I'd never done before and the head of HR very wisely advised me to get a mentor.

I was fairly confident technically but not personally. I had a sort of imposter syndrome. When I was offered the job, I remember saying to the CEO that I'd love to do it, but if were him, I wouldn't offer the job to me!

The head of HR knew my biggest issue was my fairly low self-perception. I didn't understand the concept of leadership, so I didn't know I was capable of becoming a leader.

**With David's mentoring, I came to understand that I could be a leader, and a good one.**

With David's mentoring, I came to understand that I could be a leader, and a good one. Soon, I decided that David should be meeting my team and attending team building events. My team gained more confidence in me because of my willingness to expose them to David which made it clear that my development journey and the team's was completely linked. Having the confidence of my team made me more confident.

I have certainly benefited from the kind of base that he gave me. An awful lot of what we did then has stuck with me and I've found myself giving similar advice to people I regard highly.

## TRISH KUBAL

So, I traveled 8,000 miles to see David for the first time. As I made that trek I wondered if I was nuts but my gut said "JUST DO IT!" and I listened.

It's very hard to get feedback on yourself when people don't like what you're doing. Before our retreat, I knew myself very well, but not as others knew me. I had no feedback loop.

Through David, on the retreat, I got to hear people, who love and care about me, tell me honestly what worked about me for them, and what didn't. And now I know, without a shadow of a doubt, that I'm just another bumbling human with a very lovely essence, like everybody else!

My time with David was utterly transformational. He totally trusts himself and that's why I totally trust him. David carries his wisdom and genius so lightly. He just keeps you moving gently forward.

Today, I'm really coming from the eye of the storm. That peaceful place. If only all of us could know, at the age of 22, that love of Self is the most important thing... imagine.

I just want to be the best version of me. What else is there to do? I knew how to do the war - David's taught me how to do the peace.

So, how do you thank someone, who has taken you from crayons to perfume (in just three days!)? It isn't easy but I'll try.

## OMAR LABABIDI

I was always a little skeptical of the concept of a mentor but then a friend of mine got one and he was always highly positive about the experience. That put the question in my mind ... maybe I should try and give it a shot.

I feel like I need to raise my game. Like a lot of people getting honest feedback is sometimes difficult, particularly from a peer. Something I've been struggling with the last couple of years is getting feedback and knowing where I am.

David hooked me by continually insisting that the purpose of life is to become the very best version of yourself. I have an idea of what that is but I've been struggling to get there.

I'm learning to open up. It's a little awkward, sometimes, for someone not in the habit of doing so. But I'm changing my mindset.

The retreat process allowed us to get comfortable with each other. I found the LVA very helpful. It was good to know what people liked and what I had to work on. Being able to see myself, as others see me, enlightens me and motivates me to improve.

David is inquisitive and helpful. He makes an honest and strong attempt to be analytically critical. I appreciate that David is with me to help me make a difference. If that isn't possible, he wouldn't want to work with me.

David wants to do real actionable things and I appreciate him saying that regularly ... It's a good honesty check.

David is engaging, intelligent, motivated, critical/analytical and demanding ... but in a good way!

**David's world is a safe world.**

The network and the possibility for networking definitely attracted me to work with David.

Meeting somebody new and opening up different worlds is very positive and powerful for me. I like the idea of being part of the network which means I'm less suspicious that somebody wants something from me. David's world is a safe world.

## JENNY MOALEM

During the course of the past eight years, I've had the privilege of facilitating parts of David Carter's ongoing quest to resonate with, and become, the best version of himself.

In 2003, within minutes of leaving his first session, the phone rang and David began quizzing me about resonance and the 'Quantum breakthrough' that had just occurred for him, with the eagle-eye intensity that is his unique gift. This was my first experience of being on the receiving end of the enthusiastic, enquiring mind that makes David such an extraordinary mentor!

David has an instinctual ability to transform and an innate talent for causing others to do the same. As he integrates and shares where he's been, and all that he's learned along the way, he continues to engage whatever it takes to achieve mastery as the leader, mentor, parent, friend, partner and human being that he aspires to be. David openly seeks and welcomes the kind of feedback that supports his growth. And, in his commitment to perpetually raise the bar and live into his vision of what's possible for himself, he inspires others to do the same.

David is completely open and transparent about his journey. Sharing the powerful learnings gained from his 'failures' and an awareness of his own limitations, as much as his successes, David challenges current discourses around 'leadership'.

He invites leaders to join his network to collaborate in creating, and resonating with, a new leadership paradigm. If what David is modeling provides us with some clues, our future leaders place self-awareness amongst their top values, alongside generosity, caring, empathy, respect, and a heartfelt connection with and appreciation of the other, that is reflected in the high esteem with which his clients and peers hold him.

## JOHN MOORE

David has an incredible 'tool box' which enables him to give his clients 'custom service'. There's nothing templated about David's work. His style is very personal and you can't help but bond with him on a fundamental level.

If you're completely honest with him (actually, you don't have any choice because he won't work with you if you are not), David will quickly understand the fundamental nature of the obstacles you are facing and reach for the necessary tools.

Someone once said that if you don't know where you're going, you're lost. With David's mentoring, you'll be able to figure out where you really want to go, how to get there and how to enjoy the journey.

David can help you align your corporate value system with your own personal value system. Doing so creates more harmony in your life. Does anyone want less harmony in their lives?

**David has an incredible 'tool box' which enables him to give his clients 'custom service'.**

The retreat was a useful framing exercise. He uses an impressive arsenal of 'tricks' to simulate/encourage/provoke/confront you. He's transparently trustworthy, so you are easily able to open up and let him inside.

His ability to make connections between seemingly dissimilar ideas/events/etc. is astounding. When he starts to take off your metaphoric blindfold you begin to see what he sees inside of you.

His enthusiasm for his work is boundless and infectious. Many people are afraid of personal growth work because they fear it will be difficult and painful. With David, it's fun and empowering.

## KEVIN MURRAY

As apposed to trying to obstruct and constrain me, the best bosses I have had were always the ones trying to liberate and empower me, so I've always been of the opinion that a really great mentor brings out the best in you and enables you to be your best. David Carter does that.

A leader's plight often includes loneliness. Yes, it is lonely at the top. That loneliness can be close to crippling at times.

Simply having someone you can talk to - someone you trust, someone who is objective, someone who is on your side (not on the others team's side, and not on their own side, but on your side) - can alleviate a leader's loneliness. And, as David is keen to point out, a problem shared can be a problem halved. David does more than just listen. He questions you. He pushes you. He challenges you. He helps you to dig deep for the right answers. He inspires you.

It's easy for business leaders to relate to David because of his business background. He's been to business hell and back. David's experience in business, and experience with business leaders, is an invaluable resource.

Establishing trusting relationships with people is a prerequisite for anyone who strives to thrive. You can trust David.

NO!

Wait!

I retract that last statement for one reason and one reason only - David is a bandit at golf.

## IAN WHITING

I've had coaches and mentors before but no one like David.

The retreat process was great. We spent two days locked away in beautiful surroundings just thinking about who I am, what makes me tick, my hopes and fears, the things I'm aware of, the things I'm not aware of.

My approach to business was hands-on micromanagement. David made me understand that if I was to make the transition from field commander to staff officer, I was going to have to let go and have faith in my subordinates.

We worked on organizational issues, and other skills that would prepare me for executive responsibility, rather than general management responsibility.

I invited David into the business lock, stock and smoking barrel. I encouraged him to meet whomever he wanted, to go wherever he wanted. He attended exec meetings, he came to India with me for the staff Christmas party. I was very comfortable for him to be a conduit for feedback from my team, all of whom trusted him.

David's strengths are my weaknesses. He is self aware, he is far sighted, creative, and full of emotional intelligence. I'm very poor at investing in myself, building networks outside of my working networks, thinking longer term in terms of career planning, keeping abreast of current thinking and David is great about keeping me thinking about things like that.

On the personal side, he asked when I last had a kid-free weekend with my wife. I think my wife looked at David and said, 'Where have you been all my life!'

David is one of those guys that I hope will turn up at my funeral.

## VITALY VASILIEV

After achieving demonstrable successes with David, a lot of my senior people came to me and said, 'I want to take a mentor'. That pleased me a great deal because our people are our greatest assets.

If business is not as good as you know it could be... you need to ponder why that is. It could be your business model, or it could be a misunderstanding of the market. But whatever the problem, the answer always lies in your people and a successful CEO has to know if his people are in the right place.

**But there are always some questions you can't even dare to ask yourself. David will ask those questions.**

In order for a CEO to excel, he needs to know himself. What's missing from the text book, formulaic inquiries is the question, 'Who are you?'. You can't lead your people, you can't move them forward, if you don't know yourself.

It's important, especially when you're doing new business daily, to find the time

to think about yourself and to understand yourself. We spend a large part of our day working and if we don't get satisfaction, if our work is not a continuation of ourselves, conflicts can, and probably will, break out inside us. In order to understand who we are, we have to continually question ourselves. But there are always some questions you can't even dare to ask yourself. David will ask those questions.

David is unconventional, creative, non-linear. And he is a great example of what can be achieved in non-traditional ways.

Being the very best version of ourselves is  
a choice. What do you choose?

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