

# Alec McPhedran

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**“Helping people to achieve.”**



Alec McPhedran is an experienced developer of people, mainly focusing on the creative industries. Much of his work concentrates on one-to-one coaching and facilitated learning. Alec is the managing director of Skills Channel TV. The business provides coaching, training and development for busy creative people. Its aim is to help people achieve. He has previously held senior roles with Channel 4 Television & FilmFour, Financial Times Management, The Pearson Group, Railtrack, Henley Distance Learning and The Open College. This range of learning management and broadcast experience uniquely places him as a key provider of high level multiple people development projects.

Current coaching projects include key senior managers for a national leisure brand, two chief executives of regional bodies responsible for economic growth in their particular area, a number of business owners identified as key growth opportunities companies, a number of start up individuals as well as being a coach available for a number of television projects.

As a Fellow of the Chartered Institute of Personnel and Development, Alec is passionate about promoting excellence in coaching. He is a Certified Practitioner of Neuro-Linguistic Programming and a member of the European Mentoring and Coaching Council, Association of Coaching. Qualifications in coaching include the CIPD Certificate in Coaching as well as currently coming to the close of completing the ILM Level 7 Diploma in Executive Coaching. Alec is also qualified to deliver the Strengths Deployment Inventory motivational and conflict management assessment tool. He is also an active member of a regional coaching forum, currently developing and supporting each other in coaching supervision.

Alec's former roles have included being part of the UK Ofcom Task Force to set the Memorandum of Understanding for Training in the Broadcast Industry, a director of The Research Television for Television and Interactivity, a board member of the Northamptonshire Learning and Skills Council, director of the National Council for Drama Training, chair of the Scottish Broadcasters Development Group and member of the Skillset TV Skills Strategy group. Alec is also a Prince's Trust mentor.

He specialises in one to one coaching and engaging workshop facilitation in the creative industries and supporting SME business growth.

**“The best prediction of your future is what you believe it will be.”**

**Alec McPhedran**

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