

# Alistair Donegan

## Expert trainer / facilitator / coach profile



Alistair is an experienced facilitator, coach and leadership development consultant with a particular specialism in working with senior and executive teams on the strategic, behavioural and cultural dimensions of leadership.

Alistair works with senior leaders and C-suite teams across a range of sectors — including financial services, energy, pharmaceuticals and professional services — to help them think more clearly, lead more deliberately, and work together more effectively. He brings a rare combination of commercial credibility and behavioural depth: before moving into facilitation and development, he held sales leadership and commercial director roles, giving him an instinctive understanding of the pressures and priorities of executive life.

His work at senior level focuses on the areas that most directly determine organisational performance: strategic thinking and decision-making, leadership communication, the dynamics of senior teams, and the culture and behaviour that either accelerate or undermine a strategy's execution. He is as comfortable challenging a board's assumptions about their organisation's direction as he is helping an executive team examine the interpersonal dynamics that are getting in the way of their collective effectiveness.

A significant strand of Alistair's work involves designing and embedding culture change at scale. In 2022 he co-designed a culture change programme for a major FTSE 100 energy company, going on to spend 2023 delivering it to their leadership teams across the world. His approach is grounded in behavioural science and narrative: he is a certified NLP Master Practitioner and holds a Level 7 Executive Coaching and Mentoring Diploma (ILM), and draws on a background in performance to help leaders communicate with the clarity and conviction their roles demand.

Alistair's facilitation style is described by those he works with as warm, rigorous and genuinely challenging in the best sense — creating the conditions for the kind of honest, high-quality conversation that rarely happens in the normal course of leadership. He is particularly known for his ability to work across cultures and to adapt his approach to the specific dynamics of a group, regardless of seniority or background.

### Feedback

See what people have said about Alistair's interventions

- 'Highly credible and unlocked challenging senior leadership team dynamics.' — M.H.L., Pharmaceuticals
- 'Warm, innovative and compelling.' — A.S., Financial Services
- 'Flexible approach that appeals to all personalities regardless of seniority, experience and knowledge. The best trainer we've worked with.' — T.H., Energy

*Alistair is based in London and works across the UK and internationally.*