

COLM SWORDS

PROFESSIONAL BIOGRAPHY

Colm is one of Ireland's leading senior executive coaches. His client list includes CEOs, board members and other senior executives from a range of businesses. He has worked with a diverse and broad range of companies in the Financial Services, Broadcasting/Media, FMCG, Energy, Medical, and not for profit sectors.

Executive & Board Experience

Executive Chairman & General Manager for Allied Domecq's Benelux and Nordic Regions with responsibility for nine operating companies across eleven countries.
Global Talent Director, Allied Domecq.
Group Personnel Director, Cantrell & Cochrane Group
Member, European Board of Allied Domecq
Chairman of Boards in Holland, Sweden, Finland & Belgium
Non-Executive Director, Cantrell & Cochrane.

Education & Coaching Accreditation

B.Soc.Sc. & M.Sc., Soc.Sc., University College Dublin
Fellow, Chartered Institute of Personnel & Development
Master Coach, Middlesex University Accredited
EBW (Emotions & Behaviour at Work) Brentfield Consultancy

Optimism and Insight

Colm is a highly insightful coach with a strongly positive and inherent belief in human potential. His combination of optimism and insight, along with global and multi-cultural experience informs and brings significant value to his clients.



COACHING PHILOSOPHY

Colm's executive experience has taught him that it is excellent people who produce excellent results, and that providing coaching support to leaders is a powerful way to achieve this:

"I had a coach for a number of years when I was working in a senior European and global capacity. It was an enlightening and insightful experience. My coach brought a mirror up to me as a person and a leader and got me to recognise behaviours which were more effective in getting things done through people, and to develop new ways of being. This substantially improved business growth and success."

Supporting leaders working in a global role is a core competence for Colm:

"In my own executive career I managed nine significant sized companies across eleven different countries. As a result I have an insight into managing across borders and through various different languages. The emotional and behavioural side of leadership is demanding in the current world of business and through my sociological background and global executive experience I bring a lot of value to my clients in this area."

Colm's breakthrough multicultural dimension as a leader came from a requirement to create and lead a multi-lingual team:

"The experience of the cultural diversity within a global organisation and its scope in terms of geographical reach was a major learning curve. This both challenged and substantially improved my leadership skills and my ability to successfully work with difference."