



David Manning  
Consulting

Strategic Advice, Coaching & Mentoring

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## David Manning Executive Leadership Coach

*"I am a senior strategic leader with nearly 40 year's leadership experience within the Military and Industry. I have a wealth of leadership and management experience up to and including Board level. I advise, coach and mentor individuals, companies and senior leadership teams to help them re-focus and reshape their organisation and strategy to deliver improved commercial growth and success."*

### Coaching Approach

As a coach I aim to work with individuals or teams to help them achieve their full potential. Trust, openness, and confidentiality underpin my approach. My philosophy is to take an individual or a team along a journey, understanding their organisation, team and individual needs and commercial requirements, while using coaching and/or mentoring techniques as required to enable them to be able to develop, own and deliver improved solutions to achieve desired outcomes.

I abide by the Global Code of Ethics to ensure I maintain and promote excellence in my practice which underpins the integrity and confidentiality of my coaching and mentoring.

### Experience

I have over 34 years' service in the UK RAF as a pilot, leader and programme director. I have had exceptional success leading and mentoring empowered, and extraordinarily successful teams, to deliver innovative outcomes to complex and challenging problems. Recognised as a critical thinker, I have a reputation for creating and developing diverse and high performing teams through the application of inclusive leadership

principles and practice. My philosophy is that of giving clear strategic direction and vision, then empowering teams to deliver their solution while supporting them along their journey. I have also taught operational planning to the UK military and NATO; including coaching and mentoring very senior officers and civilian officials.

As Chief operating Officer of the Defence Academy of the United Kingdom I led a complex change programme which completely restructured the organisation realising millions of pounds in efficiency savings without any reduction in output. As Air Mobility Force Commander I led a strategic restructure of my Force to better reflect new Agile Combat Employment principles; which proved successful during the Kabul Airlift where my Forces rescued c15,000 personnel via c160 flights.

Having retired from the RAF in 2022, I am the MD of my own consulting company where I aim to share my significant leadership, coaching and mentoring experience to organisations, teams and individuals to enable them realise their full potential.

I am currently working with a number of Defence-facing companies providing senior advice and helping them to develop their strategy to enable them to restructure to meet future opportunities.

### Qualifications and Training

I am an experienced CMI Level 5 qualified coach and mentor with a Master of Arts in Defence and International Studies (Kings' College London). I am a graduate of the highly selective Higher Command and Staff Course (operational planning) and the Royal College of Defence Studies (making strategy), a Chartered Companion of the CMI and a Liveryman of the Worshipful Company of Coopers in the City of London.

### Other Interests

I am a reserve pilot with the RAF flying the Grob Tutor providing air experience to the RAF Cadet Force. I maintain a healthy mental and physical life balance through triathlon, reading history and strategy, guitar playing, gardening and travelling.