



David Manning
Consulting

Strategic Advice, Coaching & Mentoring

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David Manning Executive Leadership Coach and Mentor

Empowering People and Organisations to Achieve Their Ultimate Potential

I am a trusted strategic advisor and executive coach with nearly 40 years of leadership experience across Defence, Government, and Industry. Having operated at the highest levels—including Board-level leadership—I now dedicate my practice to helping individuals, senior teams, and entire organisations realise their fullest potential.

Throughout my career, I have consistently shaped high-performing cultures, led transformational change and delivered exceptional outcomes under pressure. Today, I bring that same level of commitment and insight to coaching and mentoring—guiding clients to reimagine their leadership, navigate pivotal career transitions, reshape their strategies and achieve meaningful, measurable growth.

Coaching Philosophy and Approach

At the heart of my coaching practice is a belief that everyone has untapped potential. My role is to help unlock it.

I work in close partnership with individuals and teams to help them discover clarity of purpose, deepen self-awareness, and enhance performance. My approach is grounded **in trust, openness, confidentiality, and accountability**—a space where challenge is welcome, growth is expected, and transformation is possible.

Whether you are a senior executive preparing for your next chapter, a military leader transitioning to industry, or a high-potential individual looking to reshape your professional path—I tailor each engagement to your context.

I flex between pure coaching and mentoring, drawing on deep strategic expertise when it accelerates results.

My coaching empowers clients to build sustainable, future-focused strategies they believe in and own. Every engagement is underpinned by the **Global Code of Ethics**, ensuring the highest standards of integrity, excellence, and professionalism.

Career Transition Support

Having made a successful transition from military command into senior advisory and high-level consultancy roles, I understand firsthand the challenges and opportunities of major career change.

I now coach others through those pivotal transitions—whether moving between sectors, stepping into a new leadership identity, or navigating uncertainty. Together, we:

- Clarify your next direction
- Translate your value into a compelling narrative
- Build confidence and leadership presence in new environments
- Create a roadmap for long-term professional fulfilment

Whether you're seeking reinvention or repositioning, I'll support you to make your next move with clarity, purpose, and impact.

Strategic Experience that Informs My Coaching

I bring extensive and lived leadership experience to my coaching, shaped over more than three decades in the Royal Air Force and senior industry roles. My background includes:

- 34 years as a RAF pilot, **strategic leader, and programme director**, with a track record of delivering innovation, complex change and operational excellence.
- Chief Operating Officer, UK Defence Academy – led a major **restructuring programme**, achieving multi-million-pound efficiencies without compromising output.
- Air Mobility Force Commander – led a **strategic transformation** aligned with Agile Combat Employment principles, proven during the successful Kabul Airlift of 15,000+ evacuees on 160+ flights.
- **Mentor and instructor** to NATO and UK senior officers in operational planning and strategic thinking.
- Senior Defence Advisor with Kearney, Middle East – providing **strategic air advice** to a key government client.
- Managing Director of my own consultancy – working across sectors to help leaders think differently, grow strategically and deliver with purpose.

constantly seeking new perspectives that enrich both life and leadership.

Qualifications and Professional Affiliations

- CMI Level 5 Qualified Executive Coach and Mentor
- MA in Defence and International Studies, King's College London
- Graduate, Royal College of Defence Studies (Strategy)
- Graduate, Higher Command and Staff Course (Operational Planning)
- Chartered Companion, Chartered Management Institute (CMI)
- Liveryman, Worshipful Company of Coopers, City of London

Outside of Work

I believe in living what I coach—striving for balance, curiosity and wellbeing. I stay grounded through triathlon and weight training, gardening, strategic reading, guitar playing and travel—

