



solutions for change management

We specialise in the financial services industry, where we provide professional coaching services to senior executives, their businesses and their clients.

Years of Experience

cmb executive brings to business coaching years of practical experience in building, re-shaping and managing businesses and getting them to an agreed destination. Usually our role is both as a consultant who has the capacity to wisely advise and as a coach to ask the right questions in the right places to find solutions and solve problems.

What we do

cmb executive delivers business coaching in many forms, to a business as a whole, or to a division or a team.

Our skills are broad and include finding solutions for strategic and logistical challenges, turnaround situations, start-ups, challenges presented by acquisition and merger activity leadership or team building. We've a particular awareness and a positive disposition to difficult and sensitive scenarios.

We're politically and corporate savvy and work with Boards, Senior Executives, Partners and Principals. Client confidentiality is paramount in our performance.

cmb executive has the capacity to subtly and quickly infiltrate a business and become a silent partner in the facilitation and delivery of positive outcomes.

Our key objective is to have a **positive impact which is sustainable in our absence.**

Completed work

Clients have engaged us to business coach in many ways, such as :-

- Lifting sales performance
- Facilitating strategic planning
- Assisting in structuring and writing a business plan
- Structural re-organisation
- Team building and motivation
- Integrating cultures
- Focus group facilitation
- Creating a value proposition
- Developing their next generation of exceptional leaders &
- Senior personnel selection

“The only really
valuable thing is
intuition.”

Einstein



< cmb business coaching (continued)

Solutions mainly rely upon exposing and realising intellectual property. Your people invariably have the answers, it's using our skills and facilitation to find them.

cmb executive asks the right questions for positive results.

Chris Bruce – Managing Principal of cmb executive

Chris has more than thirty years experience in the financial services industry spanning, wealth management, accounting, funds management, insurance and insurance broking.

He is trained by the Institute of Executive Coaching (IEC) as an Executive Coach, certified at Level One standard. IEC is an International Coaching Federation Accredited Coach Training Program.

With extensive business, marketing and general management skills, Chris brings and has extensive experience in aligning employees to corporate missions.

In the past he was Managing Director of Johnson Taylor Potter Funds Management Limited and a Director of Johnson Taylor Potter Financial Planning, he has also held senior management positions within IOOF, the HSBC and WHK Groups mainly focused in marketing, human resources, client service and operational management.

Chris is the founder of **cmb executive** a Melbourne based executive and business coaching specialist and is currently a Non-Executive Director of fund manager and investment consultants Forte Investment Advisors.

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Ring Chris Bruce now on 03 9887 3300 or 0411 709 518

Or email him : coach@cmbexecutive.com.au

cmb business coaching is an activity of cmb executive consulting ptj ltd
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