

## Facilitator profile – Alistair Donegan

### Overview



Alistair helps organisations think and lead more strategically. He has over a decade's experience as a facilitator, trainer and coach, working with leaders at every level — from high-potential managers to C-suite executives — across financial services, energy, pharmaceuticals, professional services, and beyond.

His work spans leadership development, strategic thinking, culture change, and communication — and he brings unusual depth to each. In 2022 he co-designed a culture change programme for a FTSE 100 energy company and spent 2023 delivering it to their leadership teams worldwide. He holds a Level 7 Executive Coaching and Mentoring Diploma (ILM) and is a certified NLP Master Practitioner. A background in performance and narrative storytelling informs both his facilitation style and his approach to helping leaders communicate with greater impact.

Before moving into learning and development, Alistair managed a software sales team and served as Sales Director for a renewable energy start-up — commercial experience that gives him a grounded, pragmatic perspective on the challenges his clients face.

Alistair's delivery has been described as 'warm, innovative and compelling' (Financial Services), 'highly credible — unlocked challenging senior leadership team dynamics' (Pharmaceuticals), and 'the best trainer we've worked with' (Energy).

### Key areas of expertise

- **Strategic thinking and leadership**  
Developing the habits of mind, frameworks and practical confidence to think and operate at a strategic level, from senior managers to C-suite teams.
- **Culture change**  
Designing and embedding culture change at scale, including the language, behaviours and leadership practices that make it stick.
- **Leadership development**  
Mindset, behaviour and capability development across all leadership levels, from graduate programmes to senior leadership teams.
- **A coaching approach**  
Emotionally intelligent coaching conversations, formal and informal, and building coaching capability across a workforce.
- **The science of influence**  
Practical tools from behavioural science for building and managing relationships, increasing self-awareness and emotional intelligence.
- **Communicating with impact**  
Drawing on a performance background to develop effective delivery across live, virtual and hybrid environments.
- **Psychological safety**  
Modelling and co-creating the conditions for genuine openness and honest conversation in teams and organisations.
- **Effective teamwork**  
Tools and frameworks from social psychology for building high-performing teams at every level of an organisation.



- **Storytelling**  
Coaching the narrative of your business story at an organisational, project or individual level.

### **Professional certificates and training**

- **Level 7 Executive Coaching and Mentoring Diploma – ILM (2023)**  
Context, strategy, culture and processes for coaching and mentoring at a senior and strategic level.
- **Certified NLP Master Practitioner – CTAA (2023)**  
Fully accredited NLP Master Practitioner.
- **Certified Coach – Moe Foundation & the Association for Coaching (2020)**  
Foundational level professional coach training skills.
- **Certified Mentor – Centrepoint (2014)**  
Professional mentoring training to support young people in building emotional resilience and independence.

*Alistair is based in London.*