



"promoting excellence & ethics in coaching"

SIR JOHN WHITMORE JOINS THE ASSOCIATION FOR COACHING AS A VICE PRESIDENT

The Association for Coaching "are delighted that Sir John has agreed to become one of its Honorary Vice Presidents" says Chair Katherine Tulpa.

Sir John believes says that he has "accepted a Vice Presidency because the Association for Coaching has emerged as one of the leading coaching organisations in the UK and seems to be growing fast and creating benefit to coaches and coaching. My emphasis lies in macro change for that is what is needed in our world. Despite the vile human behaviour demonstrated by all sides in current conflicts, I still believe that there is goodness at the core of every human. Coaching can be seen as a service to individuals, to organisations and to our whole society. It is an industry whose time has come"

Profile: Sir John Whitmore, ex-international racing driver, entrepreneur and coaching leader was born in 1937 was educated at Eton College, Sandhurst Royal Military Academy, and Cirencester Agricultural College. In 1968 he sold all his business interests to study physics, psychotherapy and sports psychology. He soon began to apply his work to business and eventually abandoned work in sport for the additional challenge that business brought. Listed as one of the UK's Top Ten Coaches by the Independent on Sunday works with a large number of blue chip clients, such as Friends Provident and Standard Life in the financial sector, British Airways in aviation, AstraZeneca and Roche in the pharmaceutical industry, several major retailers, leading business consultancies, and the public sector.

For further information or to interview Sir John please contact:

**Gladeana McMahon, Head of Media Relations 020 8852 4854
Mb: 0711 896 185 media@associationforcoaching.com**

The Association for Coaching is an independent professional body promoting best practice, raising awareness and standards across the UK & Ireland Coaching industry, while providing value added benefits to its members – whether they are Professional Coaches or Organisations involved in Coaching www.associationforcoaching.com