

ANDREW STEAD

Leadership Transformation

BIO  
& CASE STUDIES

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## BIOGRAPHY

ANDREW STEAD IS AN INTERNATIONALLY RENOWNED SPEAKER, FACILITATOR AND COACH.



After Cambridge University he spent a decade at Goldman Sachs where he ran their \$70mm European Convertible Bond Trading business. He then set up and financed a multi-million dollar environmental business with over 200 employees, becoming the largest independent provider of energy certificates in the UK.

Since 2009 he has dedicated his time helping individuals and organizations improve their Health, Wealth & Happiness.

Delivering Motivational Speeches, Workshops and Coaching, Andrew tackles the challenges of Stress & Burnout; Motivation, Engagement & Retention; Productivity & Performance; Well-being, Resilience & Leadership.

Drawing from east and west, ancient and modern, he takes the best science, wisdom, business and leadership to dazzle audiences with his unparalleled mix of commercial and cultural experience, Well-being and Resilience expertise, and personal and inspirational stories. He shares the Knowledge, Tools and Results that truly work.

His clients are the top executives and largest corporations around the world including Morgan Stanley, Goldman Sachs, Barclays, HSBC, The UK's National Health Service and Rupert Murdoch's News Corp.

His interventions are fun, entertaining and thought provoking, leaving his clients inspired, enthused and energized, always wanting more, their lives touched, reinvigorated, transformed.

In 2015 he moved to Asia to bring his to expand his business in the most vibrant and rapidly developing countries in the world.

*Continuous effort, not strength or intelligence, is the key to unlocking our potential*  
– **Sir Winston Churchill**

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## CURRICULUM VITAE

- Andrew was born in Leeds, educated at Leeds Grammar School and read Management Studies at Cambridge University.
- Upon graduation he worked for the world's premier investment bank Goldman Sachs trading financial instruments and derivatives for almost a decade, working extensively across Europe, North America and Asia.
- After heading a trading desk of over 30 people he left the City to pursue broader interests, qualifying as an Executive Coach and teaching Financial Investment Analysis at Cambridge University.
- Subsequently he conceived and established an environmental services business to help reduce the carbon emissions from buildings. He grew the organisation to over 120 employees becoming the largest independent supplier of energy certificates in the UK.
- Since then Andrew has engaged his unique and diverse knowledge, expertise and skills directly in subjects he has deep personal interest - Resilience and Well-being.
- He delivers Keynote Speeches, Programmes and Coaching to a global audience with a focus on Financial Institutions. He transforms the lives and organisations of those he works with through Science, Tools and Practice.

## PROFFESIONAL EXPERIENCE

### HEAD OF TRAINING – GOLDMAN SACHS

**1995-2004**

- Almost a decade trading Convertible Bonds and derivatives at one of the most highly profitable and highest ranking trading desks on Wall Street.
- Head of European Convertible Bond Trading from 2000 with responsibility for \$70m revenue business including franchise and primary activities.
- Transformed business from loss making (-\$4.9m 2001) to significant profit (+\$18.8m 2003), doubling trading revenues over 2 years.
- Developed #1 ranked customer franchise, as rated by Institutional Investor surveys.
- Cultivated new and existing relationships with top corporate, institutional and hedge fund clients globally. Advised on strategy, capital raising, investing, hiring and marketing.
- Prepared and implemented business strategies including recruiting, developing and compensating over 30 team members. Created a new trading team from scratch in 18 months.
- Experienced and highly profitable trader in equity and fixed income products in Europe, North America and Asia. Traded convertible bonds on a customer and proprietary basis across all commercial sectors.
- Lived and worked in Tokyo, New York and London, with extensive travel to meet clients and internal teams.
- Selected as a Global Emerging Leader and participated in division Mentoring programme. Frequently made presentations to senior management, new graduate and cross-divisional product training programmes. Attended courses in 360° performance reviews, diversity training, interview techniques and sales skills.

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## PROFFESIONAL EXPERIENCE

### **EXECUTIVE COACHING – INDEPENDENT**

**2005-2006**

- Coached executives, leaders and high performers in variety of business sectors.
- Predominantly financial services clients from Banking, Consulting, Accountancy and Private Equity.
- Individual assignments from McKinsey, Bain, Apax, Ashurst, G-Log and Goldman Sachs.

### **LECTURER & SUPERVISOR - CAMBRIDGE UNIVERSITY**

**2006-2007**

- 'Finance and Investment Analysis' Supervisor at Cambridge University.
- Module leader in 'Investment Valuation and Portfolio Theory' for Investment Property Forum.

### **FOUNDER & CEO - VIBRANT ENERGY**

**2006-2009**

- Conceived, researched and established new venture in environmental services market place.
- Responsible for all aspects of leadership including strategy, financial planning and recruitment.
- Built detailed financial model and controlled all financial components of the business.
- Raised debt and equity capital totalling £3m from bank and venture capital investors.
- Developed key relationships with clients, government stakeholders and financial backers.
- Rapidly grew business to annual turnover of £2.8m with over 120 employees.

### **FOUNDER & CEO – YOUR DAILY BREAD**

**2010 - NOW**

- Internationally renowned Speaker, Teacher and Coach on Resilience, Well-being and Happiness.
- Creates value for a spectrum of stakeholders encompassing leadership, government, institutions, organisations, communities and individuals.
- Clients include Goldman Sachs, Deloitte, News Corp, CQS Management, the NHS and Save the Children.
- Media appearances on BBC Newsnight, Radio 2, TED, for Men & The Times.
- Enthusiastic and engaging individual with a genuine passion and proven ability for motivating people, influencing change, educating, communicating and making things happen.

### **EDUCATION AND QUALIFICATIONS**

- Diploma in Executive Coaching from Middlesex University / AoEC 2006
- University of Cambridge, Magdalene College 1991 - 1995  
BA & MA, Management Studies from Judge Business School:  
Upper Second Class
- Leeds Grammar School: 4 A Levels, 10 GCSEs 1980 - 1990

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CASE STUDY

TEAM AWAY DAY

*News Corp*

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## BACKGROUND

The extraordinary events of the 'Phone Hacking' scandal that engulfed Rupert Murdoch's News UK operations since 2011 caused a legal and business challenge that rocked not only the organisation and its culture but the industry as a whole.

**Few organisations ever face such challenging circumstances and come under such public scrutiny.**

During this period the News UK Legal Team came under intense pressure, dealing with both the external and internal ramifications. By 2015 they were suffering acute stress from increasingly challenging work, greater internal and external legal scrutiny, and the consequent long hours. **The team felt unpopular and undervalued within the organisation.**



## REMIT

The Legal Department held an annual team-building Away Day designed to regroup and boost morale. **Your Daily Bread were approached to help develop some much needed tools around coping with Stress and building Resilience, while making it fun and engaging.**

### CHIEF LEGAL COUNSEL, EMMA MOLONEY:

"We've had a lot going on, we're under heaps of pressure and the team is suffering from 'Change Fatigue.' We urgently need to pick up some Resilience skills – learn how to dig deep in tough times, play out of our comfort zone, take responsibility and grab hold of opportunities when they arise....."



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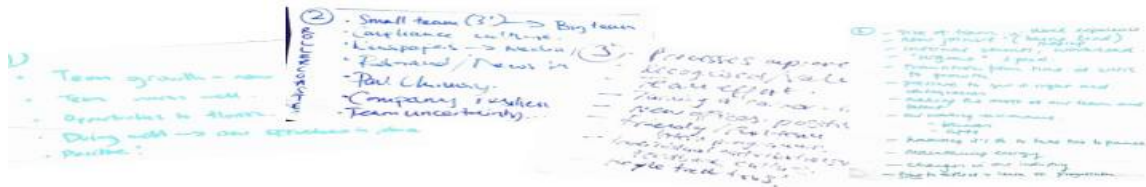
## DELIVERY

YOUR DAILY BREAD CREATED A TAILOR MADE AWAY DAY WORKSHOP  
COVERING 3 MAIN AREAS:

- | WHAT IS RESILIENCE AND WHY IS IT IMPORTANT? |
- | HOW DO WE COPE WITH STRESS AND OVERCOME OUR OLD BEHAVIOURS? |
- | HOW ARE WE DOING AS A GROUP AND HOW CAN WE DO BETTER? |

As usual, scientific Knowledge and practical Tools were key. As Emma told us,  
*"lawyers are fact and data driven... and real life application is essential."*

We crammed the best Knowledge & Tools into the day, including 13 practical exercises that participants saw and experienced, so they could integrate them into real life. There was a variety of group work allowing people to interact with different members of the team and people were encouraged to move around a lot. So although the backdrop was intense and the subject matter serious the content was accessible and practical by being fun and light-hearted.



However the most impactful part of the day turned out to be the discussion around the how the group was doing. By laying open some unasked questions, negative energy arose and dissipated while positive energy sprouted, developed, and grew.

The team takeaway was: **'We have survived the eye of the the storm and the outlook is more calm. We need to congratulate ourselves for navigating through this extraordinarily challenging time with our heads held high.'** The discussions concluded by considering how to deploy the knowledge and tools they had learned during the day in their lives, teams and communities.

Delegates left with a Workbook and 'Missions', a library of links and the tools to enable personal and organisational change.

**THEY LEFT FEELING ENERGISED, STIMULATED AND MOTIVATED, WITH SMILES ON THEIR FACES.**

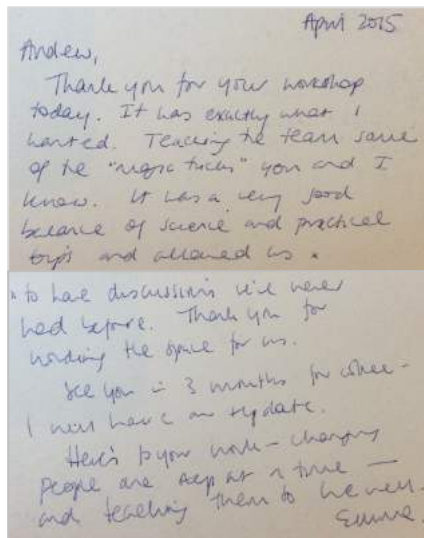


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## RESULTS

### EMMA MOLONEY, NEWS UK GENERAL COUNSEL AND EXECUTIVE BOARD MEMBER:



Andrew,

Thank you for your workshop today. It was exactly what I wanted, teaching the team some of the "magic tricks" you and I know. It was a very good balance of science and practical tips and allowed us to have discussions we've never had before. Thank you for holding the space for us.

See you in 3 months for when I will have an update.

Here's to your work – changing people one step at a time – and teaching them to be well,

Emma

### IMOGEN HADDON, CHIEF COMPLIANCE OFFICER:

"The Away Day was fantastic. The feedback was excellent and everyone was pleased with their personal outcomes."



"Thoroughly enjoyable. Good discussions by drawing on other aspects of life and stories. Gave me fresh perspective"  
- **Michael**



"An excellent workshop – I thoroughly enjoyed it. Enjoyed measuring our happiness levels"  
- **Sophie**



"Today has increased my awareness and I will use the Gratitude Letter and Happy Moments tools"  
- **Justin**



"Thank you so much for yesterday Andrew it was a really good session. Helped me re-evaluate my stresses and that I should take time out."  
- **Charlotte**



"This will allow me to communicate better with my team and find space in daily life....good stories....very entertaining, great speaker"  
- **Maria**



"It's always good to bring the team together and do some self analysis. The science and exercises were excellent"  
- **Victoria**



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CASE STUDY

WELL-BEING  
WORKSHOPS SERIES



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## BACKGROUND

- HSBC, the worlds largest non-Chinese bank, has suffered a string of regulatory issues with record fines of \$1.9bn in 2012 and \$470m in 2016
- Executives and Employees alike have been left to deal with mounting stress as both margin pressures and compliance have increased significantly
- By 2016 Stress and Burnout had reached epidemic and expensive proportions, impacting staff engagment, turnover, retention and performance



*"Our big problem is mid-level managers, the real people managers, who are delivering the strategy, constantly under fire from cost constraint and performance pressures, sandwiched between their team and the top paid Executives"*

*- Head of Human Resources, Special Projects, Hong Kong*

## REMIT

- HR Special Projects in Hong Kong was tasked to construct a Well-being Programme directed around the major issues of Stress and Burnout
- They approached Your Daily Bread to deliver 3 Workshops over consecutive weeks in Spring 2016, aimed at providing high quality Knowledge with Practical Tools to help their staff
- Emails were sent to the internal population advertising the Workshops under the banner:
- 'Live Well, Live Strong - Learn skills and techniques for managing stress and building your sense of well-being"
- Employee interest was far higher than expected:



*"We have had a phenomenal response to these sessions"*

*- Employee Well-being Delivery Team, Hong Kong*

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## DELIVERY

- Your Daily Bread custom-created a 3 Workshop series to meet the differing needs of local values, the client organisation and the target group
  - Stop Stress and Beat Burnout
  - Mind Maximisation
  - Personal Purpose
- Well over 400 personnel signed up, with room capacity to accommodate 230
- A total of 171 HSBC Executives and Employees attended the Well-being Workshops delivered by Your Daily Bread over 3 dates in May 2016
- Each session contained equal amounts of Knowledge, Tools and Results. Meetings were highly interactive and practical with techniques, exercises, games and discussion
- Participants left with handout resources and had the opportunity to discuss any matters privately after the session; 65% of attendees provided Feedback



## RESULTS

### Extremely Positive Reception

- 88.3% of Attendees said the Workshop improved their Well-being
- 90.1% would recommend the Workshops and Your Daily Bread to others
- High interest in 1:1 Executive Coaching to solidify learning experience

### Attendees Most Enjoyed

- Tools and Practical Exercises
- Interaction with Others
- Relaxation and Breathing Techniques
- Meeting other Employees

### Participant Feedback

- "Really good tools to reduce Stress and Burnout"
- "Value Added of the highest quality. Concrete knowledge, practical tips"
- "My mind feels refreshed and I feel happy"
- "I learned that I am not alone. I was glad to see others suffering the same challenges. I now have more confidence to express myself"
- "Excellent presentation that will feed through to the Bottom Line"



**Positive P&L Impact: Evidence shows these specific outcomes increase employee engagement and well-being, thereby positively impacting employee productivity, performance and retention, in addition to reducing turnover and absenteeism**

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IN THE MEDIA

THE  TIMES



BBC  
RADIO



efinancialcareers

 *The Billionaire*  
MAGAZINE

**square mile**  
THE VOICE OF THE CITY

CITY A.M. **ShortList**



**YAHOO!**  
SMALL BUSINESS

**Healthy**  
FOR MEN

Frost Magazine  
A Thinker's Lifestyle Magazine