

Craig Smith

Craig is a Principal Consultant at ASK®, with significant experience of designing and delivering creative learning approaches that engage individuals and groups to work more effectively and efficiently, achieving higher levels of performance and learning transfer. Specialising in developing leadership and management capability that helps bring about transformational change, he believes in applying the concepts of 70:20:10 learning methodology alongside collaborative and empowered workplace discovery. A workshop leader, he has facilitated culturally diverse groups at all organisational levels, helping people build a confident, can-do attitude that leads to new behaviours underpinning effective and improved performance. Craig draws on the knowledge, expertise and experience he gained within corporate life to optimise his client's learning experience and ensure they achieve solutions that are practical, motivating, inspiring and impactful.



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Experience

Craig spent eleven years in the Automotive Industry with prestige car-maker BMW, progressing to a senior management position before turning to the world of L&D Consultancy, working on high profile Leadership and Change programmes across the private and public sectors. Returning to his corporate roots, he spent the next eight years in leading and developing the L&D function for leading UK Automotive and Hospitality/Leisure organisations. He has led teams and managed projects from a hands-on and virtual basis, developing and embedding learning practices that demonstrate significant ROI, and played a major role in leading the rollout of transformational change across an organisation. His work for organisations and clients has encompassed a complete blended-learning approach with a focus on the importance of utilising 70:20:10, informal learning, 360 feedback, psychometrics and 1:1 coaching. He is quick to identify priority needs and focus his energy and resources accordingly to enable learners to achieve an optimum balance between personal and professional development.

Personal Style

Within a group environment, Craig's style is energetic, engaging, pragmatic and passionate, using his corporate experiences to bring the learning environment to life. He believes on making learning 'fun' and encourages learner participation through group and individual activity. When working 1:1, Craig prefers a partnering approach, adopting the principle that peer to peer collaboration drives mutual accountability. Craig's perspective on coaching is that 'we work across, not up and down; we work in context to find the best solution to unlock the potential within'.

Qualifications

- Masters Diploma in Organisational Learning and Development (CIPD)
- Masters Certificate in Leadership and Management (CIPD)
- Chartered Fellow of the Chartered Institute for Personnel Development
- Accredited to use MBTI® Step I, FIRO-B® and SDI
- Prince2 Project Management