

# James Cuming

James' mission is to convert the potential of leaders and their teams into measurable and sustainable business results.

James specialises in the facilitation and design of business strategies that increase the likelihood that they can be embraced and executed by teams at the front line. He also supports enablement by working with leaders on the tools, skills, and mindsets they will need. James also designs and deploys front line sales and service capability programs aligned to the business strategy with a big focus on exceeding customer experience expectations.

## Coaching, Facilitation and Training Philosophy

While facilitating clients through the strategy design process, James constantly has his eye on lowering the barriers to execution and identifying and enabling the organisation to make the most of their natural advantage

For James, 'Leadership is about Leverage' and he works to inspire leaders to develop their capability, own their ways of working and challenge their mindsets.

When it comes to sales and service training, the centre of the conversation is the customer experience. James works with clients to help them compete not just on products and services but on the entire buying and service experience.

## Industry knowledge and experience

After 15 years leading sales teams for the Australian Associated Press, AAP Reuters and the ABC, James took his real life experience into the market for consulting, facilitation and training

James has worked with a wide range of clients in financial services (Westpac, ANZ), technology (Telstra, HP), tech based services (Xero, Seek) and has facilitated strategy sessions for NFPs, Agribusinesses, Retailers and Government Departments

James has also designed and deployed research and assessments tools that cover sales leadership styles, sales personas, sales capabilities and strategy execution readiness.



## Qualifications & Memberships

Bachelor of Arts – Monash University

Australian Institute of Company Directors

Designer and Facilitator of the PULSE One Page Plan Process  
Originator of PRIME by JC Wight & Co

Accredited Coach of Zenger Folkman's Extraordinary Leader 360\* Tool

*"A most engaging facilitator with deep knowledge, relevant experience and unlimited creativity."*

Peta Granger Commercial  
Director Koko Black