



## INTRODUCTION TO CARL

My career has taken me from engineering, field sales, international marketing support, customer experience thought leadership and consultancy, to author of Perpetual Experience.

Arguably the most important and stimulating part of this career has been the opportunity to work with senior executives from over sixty companies across the UK, Europe and America. During this time, I've acquired a wealth of knowledge and experience in the design and practical deployment of customer and employee experience. A significant part of this work has involved strategies and practices that help to build strong relationships and influence.

In 2002 I was one of the founders of The QoE, a group that provided a confidential and knowledgeable environment, enabling individuals to explore possibilities with their peers. Part of my role in the process of helping them to reach conclusions was through one-to-one sessions, before and after the group discussions. These long-standing relationships continue to this day, contributing to collective knowledge and experience.

The desire to capture the knowledge and wisdom shared by so many during the group and individual discussions led to the writing of Perpetual Experience. The book looks at the dynamics of the changing business world as it grappled with the demands of customers, employees, and digital technology. It also led to the start of Perpetual Experience, a company that has drawn, not only on my knowledge and experience, but that of others who participated in The QoE. This group has since completed a wide range of projects in business transformation.

### Adding coaching to my skill set

2020 provided me with the opportunity to study transformational coaching and positive psychology through Animas. This has added, not only a qualification, but a broad range of methods and tools that I now use to guide and support others.

Perpetual Experience gives me the opportunity to continue to use my practical experience as I focus on supporting key individuals who are facing new situations and challenges. This wide experience plays a valuable role in helping clients find a way through challenging situations to minimise the negative impact on their work environment and personal life.

Helping clients to grow their personal effectiveness and influence ensures they can deliver a consistent performance in current and future roles. One thing is clear, better outcomes can be created given the time to take stock, and the stimulus to explore options and devise a plan of action.

The dynamics of working on a one-to-one basis is often liberating for those who are used to a busy and complex life. It is also important to reiterate the confidential nature of coaching. Nothing is shared with others, there is no reporting, the conversation ends with us. The most important aspect is that you set the goals and decide how they are reached.

This then expands into working with teams where trust and collaboration are key to successful outcomes. We all know that when work is a good experience for the individual, it's a good experience for those around them. Good experiences are a driving force for creativity and collaboration, keeping businesses at the top of their game.