

Giles Orford, BA (Hons), MSc ; Chalfont, Buckinghamshire, England



Giles has always helped 'sparky' professionals come together and innovate, embracing the myriad ways we see the world.

Highly empathic and focused on creating a psychologically safe space for powerful thinking, Giles is deeply passionate about focusing creativity, helping great minds think their own way through to solutions.

Experience _____

For over twenty years, Giles played the central marketing role in one of the most talked-about success stories in the music technology industry. His passion has always been in people development, helping to bring divergent minds together. This led to him to executive coaching, where Giles has worked for the past four years. His coaching activities typically revolve around the creative industries,

though also extending into others, coaching leaders and marketers feeling restrained because they *'don't think like everyone else'*.

Having worked side by side with PLC board members, Giles can sit comfortably alongside C-suite executives and start-up founders alike, providing an equal thinking partner and coach to boost their effectiveness, develop leadership skills, and improve productivity, cultivating more collaborative impactful decision making.

Giles is the programme director of a productivity training programme aimed at maximising the potential of neuro-diverse leaders and their organisations, supported by 1-2-1 and team coaching elements. He also coaches for both music-based and wider humanitarian charities, not-for-profits and NGOs, including the UN and Unicef via the HCN (Humanitarian Coaching Network).

Approach _____

Giles' approach is predominantly person-focused, supporting the client in their search for a way forward, ensuring they always feel heard, often challenged yet never judged. Giles often takes a more active role in the coaching conversation, whether reframing from a strengths-based perspective, challenging once the relationship can withstand it, or remaining problem-focused until the client is comfortable enough to share more.

Giles frequently draws from the language and theory of Transactional Analysis as a framework for describing what's going on for the client. Intuitive and in the present, Giles is formula-averse, allowing for what arises in the moment, ready to explore any barriers to priceless insight.

There's a playful side to coaching with Giles, often capitalising on the metaphors clients offer. Boundaries and structure matter, but only to ensure a psychologically safe space. Otherwise, may the field remain wide open, acknowledging and accepting the magical wandering nature of marvellously creative minds.

Qualifications _____

- Master's in Executive Coaching, Ashridge
- Accredited Ashridge Coach
- PG Cert in Team Coaching, Ashridge
- EMCC Senior Practitioner
- Time to Think™ Coach & Facilitator
- CIRCYOULAR® Master; Team Psychometrics & Motivations Analysis
- ADDCA Simply ADHD & Personal Transformation Course
- MBSR Course
(CPD Accredited. BAMBA approved)
- BA (Hons) Philosophy, King's College London

Recent assignments & testimonials _____

a) The client wanted more clarity and pace in how they approached their new business. The coaching unveiled a new level of recognition and space for the strengths of their authentic approach to drive the business forward.

"I often felt a genuine joy and sparks of excitement after our sessions and have been reflecting on them ever since. I feel a new sense of clarity and connection with my goal. "

~ Founder & CEO, Social Care Sector ~

b) This client came seeking support as they worked through the strategy of readying their business for sale. Coaching offered a sounding board that led to some challenging conversations that would previously never have been entertained.

"Giles challenged me in ways that somehow got past my sensitivities. He drove me to look inwards and entertain new perspectives. Very few people have managed to do that in the past!"

~ MD, Music Technology Distribution ~

c) The team were labelled 'talented misfits', unable to get things off the ground. Creating space for brave conversations contributed to a new-found transparency, both around individual disruptive proclivities but also the exclusionary cultural norms could then be constructively addressed as a team.

"Giles has an instinctive and effective ability to read people. The team and I have a lot to thank Giles for and there are some things we're only just coming to appreciate now."

~ CPO, Music Technology Software Manufacturer ~

Personal Philosophy & Other Interests _____

Son of two classical musicians, Tuba player and an all-round music lover across all genres, Giles believes that music is one of the few remaining forces for good in an increasingly challenging world.

In awe of the human mind, Giles continues to read avidly, often returning to his Philosophical university days with a rejuvenated interest in Ancient Greek Philosophy, where the focus is practical - how might we best live this one life?

Infinitely curious and endlessly grateful, today.