1-to-1 Coaching with Dr David L. Francis

After reading the book *Surviving and Thriving in the AI Era*, many people have more questions than answers. They may ask: "How important are the five Personal Dynamic Capabilities in my industry?" or "I am not sure how I can develop one of the capabilities that I will need in the future?

You can explore questions like these in 1-to-1 coaching sessions with Dr David L. Francis (clients know him as 'Dave'), the lead author of the Surviving & Thriving book, who has specialised in counselling and coaching for four decades.

Working with Dave will not be an abstract academic exercise, but an intensive, personalised 'workout' designed to unlock your true motivators, dismantle performance bottlenecks, and position you to stay relevant in a rapidly changing world.

When selecting a career coach, you need a partner who understands both the high-level science of strategy and the ground-level realities of leadership. Dave stands out as a world-class authority:

- **Dual Doctoral Expertise:** Holds two doctorates (PhD and DLitt) specialising in Organisational Sociology, Innovation Management, and Requisite Agility.

- **Prestigious Academic Leadership:** Served for twenty years as Principal Research Fellow and for ten years as Deputy Head at the University of Brighton's renowned **Centre for Research in Innovation Management (CENTRIM)** and spent three decades as an Executive Fellow at **Henley Business School**.

- **Global Consulting Impact:** Has completed almost **2,000 Organisation Development (OD) assignments** across high-tech Silicon Valley firms, UN agencies (such as IFAD), multinational corporations, major public-sector institutions, small enterprises and not-for-profit organisations.

- **Prolific Thought Leadership:** Author or co-author of more than 30 books—including classics such as Managing Your Own Career, The Unblocked Manager, Step-by-Step Competitive Strategy, and Exploiting Agility for Advantage.

What to Expect

Your coaching will be an empowering, immersive partnership grounded in Action Reflective Learning. Dave will use your current, real-world job and operational challenges as the primary setting for your learning. Beyond surface-level tactics, Dave will guide you through the 'inner work' and help you clarify your personal values, refine your mental models, and cultivate resilience and grit.

Next Steps

It is important that you want to work with a particular coach and that he or she wants to work with you. For this reason, the first step is for you to send an email to Dave with an outline of who you are, where you live, your work role and why you believe that coaching

with Dave could help you. Also, provide your contact details, and if Dave feels he can help, you will be invited to a 15-minute video introductory session via Zoom or Google Meet. At the end of this session, a joint decision will be made on whether to proceed and, if accepted, agree on a session schedule.

Fees

A second edition of the book *Surviving and Thriving in the AI Era* is being prepared, and Dr Francis wishes to selectively use the experiences of those being coached anonymously in future editions. For this reason, coaching fees are greatly reduced.

15-minute Introductory Session – no charge
Each Session for Students or Job Seekers (50 minutes) – US$60 or UK£50
Each Session for Junior / Middle Level Roles (50 minutes) - US$85 or UK£75
Each Session for Senior Roles (50 minutes) - US$115 or UK£100

Fees to be paid in advance unless otherwise agreed. All international credit cards are accepted.

Contact email: Dave@richmondconsult.com