



Alan Cameron

Having worked for many years as a teacher and Local Authority Education Service Manager in Scotland, Alan is the founder of Cameron International Coaching and now works as an Executive and Leadership coach supporting managers of a large global EdTech company. He also coaches a diverse range of individuals including a Head Teacher in London, the CEO of a UK professional soccer team and a medical General Practitioner based in Scotland.

Alan's varied experience includes working as an Education Manager of large and diverse teams in two different local authorities in Scotland and also as an Education Adviser for 7 years with Spotify. Recently (in 2023) Alan undertook a 'Diploma in Coaching and Positive Psychology' accredited by the ICF (International Federation of Coaching), the EMCC (European Mentoring and Coaching Council) and the AC (Association of Coaching).

Coaching is a managed conversation, with the coach responsible for that management. Coaching is focused on personal growth and professional development with a clear aim in achieving goals, changing behaviours, shifting perspectives, and overall self-improvement.

Every person and every situation is unique. However, many people have the same feeling at certain moments in life of being 'stuck'. Often individuals will say they're not sure as to how they might move forward in a positive direction. At times like these, a personal coach can help unlock an individual's potential to maximise their own performance through making positive choices, taking positive actions and gaining new insights.

Areas of Specialty:

- Executive and Leadership Coaching
- Managing Change
- Becoming 'Unstuck'
- Health and Wellbeing
- Goal Setting