



TEAM COACH PROFILE

Ash Smith Lead Team Coach

Ash is a performance coach with over 20 years of experience helping individuals and teams create lasting behavioural change. His career began in elite sport, coaching across grassroots, commercial, and international levels—supporting athletes at 8 Junior World Championships, 3 World Team Championships, multiple Paralympic podiums, and Wimbledon. As a former national team captain, leading the team to World Team Cup Gold in 2013 remains a standout moment.

Ash's passion lies in the mindset behind high performance—what helps people overcome limitations, build resilience, and perform consistently at the top level. Drawing on evolutionary psychology and systems theory, he's explored these questions alongside leading experts in sport, psychology, and leadership. Now working in the commercial world, Ash helps leaders manage change, teams build performance cultures, and individuals grow under pressure. Through coaching, programme design, and capability development, he translates elite performance principles into real-world impact. His approach is relaxed, playful, and grounded in curiosity and evidence. He has contributed to national conferences, co-developed professional qualifications, and worked with organisations like EIS and UK Sport to shape talent development and selection.

Proud to work with senior teams in

- Levi's
- MARS
- Insight Technology
- Siemens
- TalkTalk
- Carnival UK

Qualifications

- Member of Institute of Leadership and Management
- International Coaches Institute (ICI)
- National Master Professional

Client View

"Ash ticked every box with the assignment for our event. He delivered a talk which was engaging, interactive, humorous, insightful and above all, gave our delegates something to take away and implement in their own business lives. We'll certainly be working with Ash again and would highly recommend other businesses to do so!"

Impact

Success Measures from recent programmes with national and global clients

- Supported a senior leadership team from a global FMCG business to lead effectively through large scale transformation by developing and delivering a series of session on the psychology of change
- Coached multiple global functional leadership teams from an FMCG business to embed principles of high performance, leading to greater clarity around decision making and more efficient handling of constructive conflict
- Facilitated a series of sessions to help a regional leadership team from a high-end consumer goods business explore high performance (including experiential learning in different high-performance environments), resulting in a greater clarity of purpose and team behaviours for success