



# HUMAN INTELLIGENCE FOR PERFORMANCE SPECIALIST PROFILE

## Dan Sammut

Dan's journey with human intelligence began during his time as a Police Constable in Hampshire Police, where he served for three and a half years. In this role, he was responsible for the formal capture of human intelligence through interviews, as well as the equally challenging but less formal skill of human interaction on the streets—breaking down the barriers often created by the uniform.

The ability to suspend judgment was central to building relationships and truly understanding situations, an approach that aligns closely with the ethos of Performance Edge. In 2004, Dan joined the Royal Air Force, embarking on a 16-year career that saw him take on a range of roles, including leading teams in high-pressure environments, engaging in strategic planning at RAF headquarters, and serving as Squadron Commander at RAF College Cranwell, where he helped shape the next generation of RAF leaders.

Since leaving the RAF, Dan has continued to apply his expertise as a security consultant and contributed to the success of the Birmingham Commonwealth Games as part of its organising committee.

## Proud to work with senior teams in

- Mars
- B&Q
- Siemens
- The Football Association
- Southampton Football Club
- Liverpool Football Club

## Qualifications

- BA Hons Archaeology with History

## Client View

*"Dan has helped me to explore the full potential of leaders, teams and individuals at within my organisation, which again, is down to his focus on skills and capability that can be adapted and transferred"*

## Impact

Success Measures from recent programmes with national and global clients

- During a merger within a multi-billion-dollar organisation, identified key cultural strengths and shared values to support a smooth transition into a unified, aligned culture.
- Uncovered friction points during a high-stress period in a tech business, enabling emotionally charged discussions while minimising conflict and restoring team cohesion.
- Analysed leadership behaviours across a leading DIY firm, revealing why development efforts fell short and informing the design of a targeted leadership programme.