

Greg Baker

Team Coach



Experienced in working with

- › NatWest
- › Premier League
- › Warburton's
- › UK Sport
- › England and Wales Cricket Board
- › Amazon

Qualifications

- › Professional Certified Coach (ICF,PCC)
- › Postgraduate Diploma in Personal and Business Coaching
- › Qualified Psychometric Practitioner
- › UK Sport Elite Programme
- › International Coaching Federation member

Greg has over 20 years of experience in elite sports performance, business, and leadership, bringing expertise to high-performance environments. He has held roles such as Head Performance Coach for a UK Sport World Class Programme, contributing to Great Britain's top-tier Paralympic success across five Paralympic Games, including record-breaking results in London 2012, Rio 2016, and Tokyo 2020.

His leadership has supported over 70 major medals, including European, World, and Paralympic champions. As a former England international athlete and now an Executive Performance Coach, Greg excels at fostering medal-winning programs and embedding values-based performance cultures.

His flexible coaching approach emphasizes trust, respect, and collaboration, creating psychologically safe spaces for leaders and teams to thrive. Greg specialises in enhancing strategic leadership, emotional intelligence, resilience, and change management to build high-performing teams in challenging environments.

Client View

"When I started the sessions with Greg, I had recently been promoted to a more senior position in a different part of the business. The reason for reaching out to Greg was to help ensure a successful transition into this role and get off to a great start.

The confidence in talking about and recognising my strengths, development areas and how these feed into my leadership style. I feel like I understand these more than ever before which supports my development and appears in everyday behaviours. With help from Greg, I have achieved my target of a successful transition into the new role which has been demonstrated through positive feedback from peers. I am now in a position to take on broader responsibilities with tangible organisational benefits."