

Jake Sweet

Human Intelligence for Performance specialist



“The green beret of the Royal Marine Commandos, originally worn by WWII Commandos, known for their cunning, is awarded to those who complete the longest and arguably toughest basic training among conventional militaries. The Commando ethos is defined by core values of courage, determination, unselfishness, and cheerfulness in adversity.”

“My current role involves interacting with specialty Fora within the Pathology and healthcare systems and creating a new Pathology management structure for Northern Ireland. This role and my previous roles have required listening skills, patience, and flexibility.

I have a background in Sociology and Human Socialisation systems and spent 20 years in the Royal Air Force working within Logistics, encountering numerous military challenges and disaster relief. My military experience has given me a deep interest in team development and dynamics, striving to create the best possible team.

I have undergone multiple Leadership, Individual, and Team dynamic training sessions throughout my career for the Military and personal growth. Since June 2023, I have been working with Leading Edge Performance, engaging in large contracts, information gathering, and analysis.

Sports are my main passion. Having competed individually and in teams for most of my life, I understand their physical and mental benefits. I am currently undertaking a Masters in Business and Leadership.”

Client View

“Jake has helped me to explore the full potential of leaders, teams and individuals at Google and beyond, which again, is down to his focus on skills and capability that can be adapted and transferred”

Kirk Vallis (Global Head of Creative Development at Google)

Colleague View

“Whether it's working with leadership teams, wider groups or personal coaching and mentoring, Jake makes organisational development personal, fun, and sticky. It's never a dull moment and people are rarely sat listening. He gets people to own their own development goals and pays great attention to the rigour of session design and outcomes.”

David Court, ECB

Qualifications

- Masters in Economics & Mathematics
- Level 4 Coach
- RFU Coach Developer & Coach Educator
- Spotlight/Insights/DISC Accredited