



TEAM COACH PROFILE

Patrick McMaster

Patrick brings a wealth of experience from 20 years working with England Rugby, O2, Three, and BlackBerry — combining elite and grassroots sport (off the pitch) with high-growth and performance-focused technology businesses.

Over the course of his career, he has led Executive Coaching, Leadership and People Development, and Recruitment across Europe, Asia, and the UK. His career has also taken him to Japan, where he became a published author, and Australia, where he gained further international experience.

Patrick has led major change and people projects, including business rebrands, redundancy processes, and large-scale technology implementations. Notably, he spearheaded England Rugby's achievement of the Investors in People Silver Award in 2015. Having witnessed both successes and failures among senior leaders, Patrick has developed a strong perspective on what it takes to achieve sustainable success.

Proud to work with senior teams in

- Team GB (BOA)
- MARS
- Carnival
- England Rugby
- Anzo Group
- Insight Technology

Qualifications

- ILM Qualified Coach & Association for Coaching member
- Insights Discovery Accredited
- MSc Organisation Consulting
- BSc (Hons) Management Science

Client View

"Patrick has been a great support to me throughout my first two years at England Rugby. He is extremely knowledgeable about leadership development, progressive in his approach and always keen to challenge you."

Impact

Success Measures from recent programmes with national and global clients

- Worked with the British Olympic Association leadership teams across two Olympic cycles, leading to internal promotions and expanded roles.
- Supported senior leaders across multiple sectors in developing their work, career, boundary management and leadership skills, resulting in significant changes to self awareness and confidence.
- Clients often request follow-up sessions due to the success they experience and the positive outcomes resulting from the coaching.