

Andy Goram

Team Coach



“This is a baton handed to me by the fabulous Kriss Akabusi, who opened the first ever Exec Development programme I went on. I was a huge fan of watching Kriss run 400m for Team GB, and him handing me the baton telling me to take responsibility for my leadership career, was a moment I’ll never forget.”

“For over 25 years, I worked in various corporate roles, bridging Marketing, HR, and Operations to ensure alignment, performance improvement, and customer satisfaction.

My experience spans companies like Allied Domecq Leisure, Spirit Group, Gala Coral Group, and Buzz Leisure, with over 8 years on Exec teams, handling acquisitions, mergers, rebrands, and cultural transformations.

Now a consultant specialising in leadership development, exec facilitation, and culture transformation, I also serve as a Non-Exec Director for an HR company and host the Sticky From The Inside Podcast, engaging with global experts on leadership and employee engagement.

Throughout my career, I’ve prioritised a people-first approach with a strong commercial focus, believing in the power of aligning business and employee motivations. My passion lies in understanding human behaviour and maximizing leadership impact.”

Client View

“We are growing rapidly, and Andy has really helped our business get clear on the link between the business strategy, our values, and what that means for our people, so they can be their best, every day. Andy’s approach is distinctive and filled with fun and laughter. The results have been transformative!”

Colleague View

“Andy is one of life’s good guys. He’s great to work with because he combines humility, expertise, passion, care, challenge and fun. He’s great on his feet and can connect with people in a 1-2-1 or in front of a crowd. He’s someone I trust fully, and if I ever need anything, he’s there.”

Qualifications

- Host of the “Sticky From The Inside” Leadership, Culture & Engagement Podcast
- Qualified Lumina Spark Personality Assessment Practitioner

[Watch Andy’s introduction video here](#)