

Patrick McMaster

Team Coach



“The item I’ve chosen to represent high-performance is a hotel desk/reception bell that I use in almost all sessions/workshops (but not coaching 121) to change the direction of conversation and to start and end things. I give participants ownership of how they use it - single, double, quiet, loud etc.

It's a bit of fun, memorable and very cathartic for most people to use/play with. I've used one for c15 years now....on a modular programme I ran with a large law firm in 2024 participants gave me a thank you gift of an ornate bell 5 times the size of mine from an actual ship.”

“I spent 20 years working at England Rugby, O2, Three and BlackBerry, which has given me an interesting mix of elite and grassroots sport experience (off pitch) plus high growth/performance technology businesses.

During this time, I led Executive Coaching, Leadership and People Development and Recruitment across Europe, Asia and the UK and have been very fortunate to have lived and worked in Japan (as a published author) and Australia.

I led large change and people projects in businesses rebranding, making redundancies and managing large technology implementations and led England Rugby’s Investors in People Silver Award in 2015. Throughout my career, I’ve seen many senior leaders succeed and some fail. I know what “great” looks, sounds and feels like and have an opinion on what it takes to succeed in the long term.

A bit more about me personally... I’m married with 3 daughters, live in Maidenhead, volunteer for several organisations and am Vice Chair of Newlands Girls School – a secondary school with circa 1200 pupils and an OUTSTANDING OFSTED rating.”

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.”

Colleague View

“Patrick’s relational style and courage to challenge in order to optimise results is rare to find.”

Qualifications

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

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