

## business

# Solutions

## NEXT EXIT



“It has been said that any technology which is sufficiently advanced has the appearance of magic. Whether in his work with Olympic Athletes, elite footballers or CEO'S Donald MacNaughton makes use of cutting-edge mind technology with a simplicity that is magical.”

Michael Neill, best selling author of “Supercoach”

**A**t a time when more is being asked of leaders than ever before, Donald's distinctive approach combines a rigorous educational background in business and sports psychology with an up-to-date knowledge of organisations and current leadership thinking.

Sports psychology, with its insights and tools for the mental preparation and cognitive processes that lie behind successful performance, is proving a powerful aid in the boardroom.

“Those in sport who consistently do well need more than physical fitness and skill. The keys to success are total preparation supported by performance focus, commitment and the ability to overcome obstacles,” says Donald.

Many business leaders are discovering there is much to be gleaned from the thinking patterns and thought processes of top sportsmen and women.”

With more than 20 years of studying and working with elite sportsmen across many disciplines, Donald's coaching skills carry

with them a particularly powerful influence.

This, combined with Donald's own personal energy, humour and skilful ability to motivate both individuals and teams, gives a breadth, scope and depth to his coaching.

He ensures his own performance and development as a coach remains fresh, creative and relevant. In this time of economic uncertainty it is more important than ever to be resilient. Donald's experience and skills give him the tools to enable clients to face their challenges with confidence and make the changes necessary to move forward positively.

“More demands are being placed on leaders now than ever before,” says Donald. “The higher you get in an organisation the easier it can be to lose that sense of who you are under the unrelenting pressure of results. Good coaching helps leaders re-discover themselves and the commitments behind what keeps them in their organisations.”

As well as working at senior executive level, Donald is one of the first business coaches to be actively involved in developing Scotland's emerging generation of new leaders.

“First-time leaders need to integrate quickly into organisational life without losing in any way a clear sense of who they are as people. A growing number of

businesses are recognising this and are seriously investing in developing those who are new to leadership, bring a fresh perspective, innovation and energy.

“This creates a culture of leadership which combines grounded wisdom with youthful enthusiasm that really gets into the DNA of an organisation. Businesses which do this are the ones that really stand out in terms of adaptability, performance and great people. These organisations will not just weather the economic storm but grow and prosper.”

Donald's client base reflects his ability to work in sport, business and education with confidence and success. An increasing demand for his performance coaching programme's in Europe and the United States allows Donald to exhibit his rare talent for forging lasting connections.

When he's not working in Europe and the United States Donald remains passionate about Scotland, the base for both his home and his coaching business, Zoned in Performance. ■

**To find out more about Donald's coaching and training programmes, he can be contacted on 01463 795888 or email: [donald@zonedinperformance.com](mailto:donald@zonedinperformance.com)**