



**INTERVIEW WITH
DAVID BUFFIN
MANAGING DIRECTOR
BUFFIN LEADERSHIP INTERNATIONAL**

TBCCI is very pleased to present the interview given by David Buffin, Managing Director of Buffin Leadership International, a Member of TBCCI. David talked about his professional life, Buffin Leadership International services, bespoke learning frameworks, opportunities and challenges in their sector, plans for the future and the role of Business Associations like TBCCI.



Mr Buffin, please tell us about yourself.

I believe passionately in the Power of Motivational Learning to release Massive Energy and Focus People to achieve Outstanding Results. All of us have inside us tremendous potential to learn, to better ourselves and contribute to others. I believe in a Clear Mission with the Drive and Commitment to see it through. Whilst studying for my degree in University, at Seale-Hayne in the late 1960s I determined upon a career in influencing Leadership and Management in my life, whatever the field of endeavour. With my first paper "Principles and Practice of Management", I won the Loran Memorial Prize at the University for Public Speaking.

The continual industrial turmoil, conflict, unrest and unhappiness amongst the working population in the 70s reinforced my belief that it MUST CHANGE for the better. The need for us to create an environment to achieve great results in business for our country was as important as securing fulfilment for people whatever their creed or culture.

For the net 20 years I pursued a career in four major companies with notable successes in each at progressive levels. The four companies included C.P.C. Group Brown and Polson, Tesco Group, Pillsbury U.S. Corporation and the Rank Hovis Group. Starting in the Sales Force in 1970 and progressing into Operational Leadership Roles gave me the focus and direction early on with increasing responsibility at a young age. Joining Tesco as one of their Management Development Advisors gave me the "Step Up" and a great opportunity in the 80s to lead the development and promotion of Tesco's first formal Management Performance System. Next, my role in Pillsbury and living in Saudi Arabia for two years where I took control and responsibility for the newly established Flour Milling Factories and Mills, leading People Learning and Development Strategies and Policies.

The aim was to set up the Industrial Training Function for developing the talents and coaching to release the capabilities of Arab Nationals for the future Leadership Roles in the Business. By the end of the second year a full counterpart system was working successfully in the Operation.

Returning to the U.K. I joined the R.H.M. Group in a Senior Management Role to lead the Policy and Development of Personnel throughout the Business. Over a number of years the Organisation and People benefited, achieving a number of National and Innovation Awards under my direction with considerable impact on driving change and performance in the Business.

Working with a number of Senior Consultants in Projects I was leading took me to a number of countries on assignments in co-facilitation roles including U.S., Europe, Middle East, Far East including Malaysia, South Africa and the Pacific Rim.

One day in the mid 90s on a Caribbean beach, during a break from a Project I found a large shell and the shape and beauty of the design made me think about Change and some of the Facilitation Modules I was using. That evening in the Hilton Hotel where I was staying I picked up a copy of Conrad Hilton's biography "Be My Guest". The last chapter, "Unlimited Horizons", inspired me. This was the seed for Buffin Learning/Leadership and so in 1994 I took the decision to commence our Business.

Over the past 15 years I have had the privilege to coach several thousand people both Individually and in Teams from all walks of life and levels. Included are Top Level Teams and Directors, Leaders and Managers from different industries, cultures and sizes of Operation. Teachers and Coaches from different disciplines, Technicians and Workforce Operatives, Salesman and Retail Leaders, Sports Coaches, Prisoners/Young Offenders.

I have worked with and learnt from some of the best Facilitators and Coaches in the world including Peter Senge, Gary Chicoine-Piper and David Kreutzer as well as Great Life Mastery, Practical and Motivational Experience gained with Tony Robbins in the U.S. and Hawaii.

What I have discovered is that no matter where you are in terms of success in your life and work, you can always "Step Up" and improve, gain more fulfilment if you choose and contribute to the growth of others. It is this that gives you success.

My wife Maria is from Cyprus and brings great forbearance to the importance of family relationships and the Balance needed with the Business, this gives us our determination to succeed. Our two sons are embarking on their careers on leaving University with their degrees and recognising the challenging and exciting pathways ahead in our changing world.

Please tell us about Buffin Leadership International

Established in 1994, Buffin Leadership has an outstanding record of coaching success with numerous UK and international companies and organisations. Buffin Leadership develop unique, highly personalised systems that successfully address leadership performance issues specific to each organisation. The bespoke, innovative design of these learning systems, tools and learning approaches work to inspire motivational change at all business levels, the benefits of which can then be quickly multiplied and cascaded across organisations both nationally and internationally.

Companies and organisations that operate in global markets can also benefit from Buffin Leadership's international coaching teams, who are specifically equipped to support businesses who are facing learning and/or cultural challenges, whether organisationally or in their markets. Buffin Leadership also makes contributions in other areas including the [Chrysalis](#)

Programme for young offenders and provides further support to Children with Leukemia and other non-profit organisations in the form of marionette puppetry to support learning.

Programmes are delivered in English widely by all consultants. Fluent Coaching and Delivery capability in German, Dutch, French, Greek, Turkish, Hungarian, Polish and Italian.

We work in Turkey with our Partners Net Danışmanlık founded by Mükreme Alptekin, a well known Business Coach and Psychologist based in Istanbul. Engin Büyükevin is our Buffin Leadership Coach trained in all methods. We have just completed a comprehensive Leadership Programme with a Global Leading Industrial Marine Engineering Business in Istanbul and we are now progressing this with a Top Leadership Strategic Programme. (Client contact recommendation in confidence.)

Buffin Leadership is proud to be a member of TBCCI and looks forward to contributing and sharing our expertise with members and supporting the professional image of TBCCI.

We are also members of the UK India Business Council. Buffin Leadership International is consulting with Buffin Partners Inc in the US to embrace new innovations with top performing teams to raise innovation levels in their business.

Can you take us through the services you offer in UK and Turkey.

Knowledge and Experience – Industries and Cultures

Key to Client Service is our knowledge and experience of different Industries/Organisations all with different Cultures and our ability to design and deliver Leadership development Strategies at varying levels to align to the Business Strategy and Goals for their Customers, Employees and Stakeholders.

Front Line Expertise – Customer Focus

Our Consultants, Coaches and Facilitators draw on years of proven successful work in Front Line Roles in different Countries, Companies and Cultures. In all businesses, Customer Focus is paramount to our Clients' success. With all Clients we work closely to ensure the content and style of the Learning delivery empowers everyone in the Organisation to successfully focus and produce Outstanding Customer Service. The emphasis is on Coaching the Team to engage with High Performance Teamwork using Tailor-made Solutions.

Continuous Improvement – Long Term Gains

Many Clients benefit by creating flatter and wider Teams with powerful strategies to boost their performance and productivity gains. Determining effective and practical performance measures with a Plan is integral to this and is the basis for Continuous Improvement and Long Term Gains.

Facilitating Change – Client Investment

Our Clients invest in developing a number of their Key People as Leader Facilitators/Coaches as a resource to influence the pace and drive change. We are committed to help our Clients with the transfer of this Learning.

Additional Buffin Leadership Products and Solutions

There are also a different set of Coaching Sessions and Packages that Clients enjoy. These are based on our Expert Knowledge and Applications in many situations. Clients use them to compliment the Team-Led Sessions or in combination with the Overall Learning Programme delivered. The products cover most Leadership and Coaching functions and we are developing new solutions and applications with Clients, some of which will be available online.

Industries with BLI Clients Benefiting from Buffin Leadership Support Solutions and Learning Expertise During the Past 10 Years

Construction, Heavy Engineering, Mining, Off Shore Engineering, Manufacturing, Pharmaceuticals/Medical, Healthcare Services, Travel/Transport and Logistics, Leisure, Pulp and Paper Production, Food Processing and Manufacturing, Agriculture, Brewing, Milling and Baking, Retail, Media, Further Education Colleges.



You mention Buffin Leadership International develop bespoke, highly personalised learning frameworks, coaching programmes and strategies. Can you please explain how you go about incorporating the 'bespoke' features

Buffin Leadership's unique, bespoke learning and development programmes are at the heart of every solution for any company and organisation seeking to increase customer loyalty, achieve competitive advantage, deliver growth and value in the Business and raise the value of the Business. What makes this happen is People, releasing their talent and skills and gaining their commitment to deliver results.

Our industry proven solution:

The unique Buffin approach

- Scoping survey to produce a sound plan based on the needs and opportunities
- Aligning the values and learning to delivering the vision of the Business
- Provision of unique performance review tools to measure success
- Facilitation of key leadership priorities focused on solutions
- Individual coaching support

The unique Buffin style

- Highly interactive, energetic, engaging, open and fun Real examples, business challenges and creative teamwork
- Powerful, vivid focus learning solutions for application in their roles

Buffin's Industry-leading coaches and facilitators
Highly accomplished leaders committed to support you and who can
Develop and train your coaches and facilitators to cascade and transfer learning

Can you tell our readers about how relevant your services are to the progress and challenges in businesses in and between UK and Turkey?

Turkey has a young and growing population. Many of the Leaders and Managers are very keen to develop their entrepreneurial skills with Leadership and Coaching, which they see as crucial to the future growth of their Managers.

Many Businesses both Turkish and International Organisations in the U.K. and Turkey want the capabilities of their workforce through their Leaders to grow. Our Programmes address this with Programmes that empower and engage with determination and focus for success. Buffin Leadership International develop bespoke, highly personalised learning frameworks, coaching programmes and strategies that solve leadership performance issues specific to each organisation.

Individuals and teams become inspired and empowered to deliver rapid, measurable and improved competitive performance and results. The benefits of these changes can then be quickly multiplied and cascaded across operations both nationally and internationally.

To raise performance in the culture, we design and deliver Cultural Change Programmes in organisations based on a clear plan. This may include change issues across the Business in projects as a result of reorganisation or expansion. Our Strategic Ladder Process and Bridge Framework ensures leaders focus their thinking, engage their energy and support people helping them to drive up their confidence and belief for greater commitment and performance.

Significant benefits include:

Greater energy and focus at all levels

Higher performance standards impacting on the customer

Increased productivity raising profit performance

Greater recognition and fulfillment in work with individuals and teams

Untapped talent and potential released for future succession in the business

What are the major opportunities and challenges in the sectors your services address?

Most Companies across the world have challenges with Customer Service. The Global Crisis has resulted in Companies focusing strongly on their Operating Costs and also diversifying their operation, making increased demands on their people and recognising that the answer is to raise the capability of their Leaders. The route to achieving this quickly is to invest in Coaching Individuals and Teams to the highest standards. The other key challenge is Change. This relates to processes, systems and has IT implications. This is why our focus is to empower Leadership Performance, to help organisations facilitate competitive strategy, growing internal facilitators and to inspire outstanding teamwork. Releasing the Power Thinking, Belief and Commitment in people who often have underdeveloped potential, is a significant challenge to many companies.

What are your plans for the future?

We are planning our expansion in Turkey and, given our current success with our major engineering Client in Istanbul we intend to multiply this in other sectors, through recommendation.

We are also developing a software support tool to align with our Leadership Facilitation/Change Programmes called "Speed Change". This will be in full operation later this year so everyone in the Organisation can be engaged and involved. Other plans include an experiential and learning event for Key operating Managers, CEOs and Business Owners/Leaders in the autumn at the British Consulate in Istanbul.

How do you see the role of Business Associations such as the TBCCI?

We are grateful to TBCCI for their professional support and for providing opportunities for sound and practical networking. The opportunity to both attend and where appropriate to contribute and deliver in forums is also of great value. Professional Organisations including TBCCI have a major role in promoting the relationships and commitment to engage business contacts, to support education and understanding between countries and also advise on current trends in environments and business arenas.

Bringing people together who have passion and strong belief in creating and innovating for growing their business I believe is very significant.

Would you like to give a message to the business communities in the UK and Turkey?

As countries and their economies recover there are many challenges for Policymakers in Business, especially in Individual Countries reflected by the Global Financial Crisis. Progressive Businesses will strive to break into new markets and opportunities with their power and expertise. Where do we look to find the productive effort to give the competitive edge, to lead and support the changes that will secure the future? The answer is OUR PEOPLE.

The key is to achieve more DISCRETIONARY EFFORT, their motivation and willingness to contribute because they want to, so they secure the rewards. To encourage them to feel they are part of the Strategy and of course the delivery of outcomes where they have made a contribution.

Buffin Leadership International is geared to this outcome and principle.

Thank you very much David

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