

# About Bruce Grimley

Bruce is 59, married with 2 grown up children and has lived in St Ives for the last 31 years. Bruce obtained his psychology degrees from The Open University and the University of East London, and became interested in developing coaching skills to help individuals live more dynamic and productive lives, and help companies do the same through applying psychology in a straight forward and practical way. Bruce is a Master Trainer of NLP and Coaching with the International Association of NLP Institutes and the International Association of Coaching Institutes. Bruce was a founding council member of the leading coaching organization The Association for Coaching (AC) and is an AC Accredited Master Executive Coach and an AC Assessor too. He was also a founding member of the Special Group in Coaching Psychology within the British Psychological Society (BPS). Bruce is a Supervisor and an Assessor for the BPS and is registered with the Health and Care Professions Council (HCPC). He has lectured at many UK Universities on the subject of coaching and has contributed chapters on NLP coaching in many recent publications. His present book is entitled "the theory and practice of NLP coaching. Bruce is currently researching what NLP, as a dynamic applied psychology, needs to do to gain more traction in mainstream University Education.

Below are just some of the organizations Bruce has worked with in the above way:

- Cambridgeshire Police
- Bedfordshire County Council
- Hinchingsbrooke School
- Royal Mail
- Richmond Events
- Tri-force Ltd
- University of Hertfordshire
- Criterion Catalysts
- Cambs Fire and Rescue Service
- Reed in Partnership
- Stevenage Packaging
- National Health Service
- University Of East London
- Kings College London University
- Kynixia Ltd
- Atos Origin
- HMPS
- BUPA
- Medical Consulting Reports
- Renegade Pictures
- The Treatment Network
- NACRO
- Domino Printing

Bruce is passionate in his belief that going to work can be a great experience when the company get their management of human capital right. This means selecting the right people, training them, and consistently communicating with them effectively so they know how to get the most out of themselves and the best out of the company. This is invariably through adopting a coaching method.

To relax Bruce enjoys jogging around the Cambridgeshire countryside, at one time being capable of a 2:28 marathon. At a more sedate pace he will walk his dog down by the river and through the fields, and when he has time kick back, open the popcorn watch a movie or go for a pub meal with his family.

