



## Academy Case Study :: **Breakfast Seminar Coaching Beats Training**

The Bright Purple Academy held a Breakfast Seminar on Coaching Beats Training. The seminar was held by Joe Mullen who has over 30 years of industry experience, the majority in financial institutions. He has been responsible for launching the first corporate electronic banking system in the UK, as well as the first Internet Banking application. Joe has been involved in a number of recent banking migrations in the UK.

Joe holds a BSc in Psychology from the University of Glasgow and an MA in Mathematics from the Open University.

There are many techniques that individuals and organisations use to improve the performance of colleagues working in organisations; Joe believes coaching should be an essential part of that and showed the audience why 'Coaching beats training'. It was a hands on session and Joe had the audience taking part in some insightful activities.

*Testimonials from attendees at the seminar:*

*'Joe was a very relaxed and knowledgeable presenter'*

*'Joe had a good manner, and provided a very intimate atmosphere'*

*'Thoroughly enjoyable, good content and interactive'*

