



James Scouller

MEDIA KIT

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This media kit is regularly updated. To check you have the latest version, please visit my main website at www.leadershipmasterysuite.com and go to the About tab.



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Leadership Mastery

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THIS MEDIA KIT COVERS:

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JAMES SCOULLER: MEDIA KIT

James Scouller Bio: Short Version

- Leader turned coach turned thought leader.
- He once led people as CEO. Now he coaches leaders and writes how-to books for people who are serious about growing themselves as leaders and team builders.

James Scouller Bio: Fuller Version

James Scouller is an executive coach, thought leader and author. His fascination with leadership has dominated his working life over the last 45 years. It's been the golden thread connecting his four books.

What sets his work apart? His focus on the previously ignored psychological challenges facing leaders and their teams.

His first book was **The Three Levels of Leadership** (first edition 2011, second edition 2016). You could call it a self-help manual for leaders. The payoff for readers? It offered them groundbreaking models and tools for growing their presence, knowhow and skill. Launched into a crowded leadership book space with little promotional backing, it has received five-star reviews around the world largely through word-of-mouth. It's inspired hundreds of CEOs and business founders to seek James's help.

His new trilogy, **How to Build Winning Teams Again and Again**, came out in early 2024. James sees this as a companion series to "Three Levels". It's taken him 15 years to research, test and write.

After living and working in other countries he led three international companies as CEO for 11 years before founding his executive coaching practice, The Scouller Partnership, in 2004. Today, when he's not writing, he coaches leaders and their teams. He has two postgraduate coaching qualifications and trained in applied psychology for four years at the UK Institute of Psychosynthesis. He also holds a 4th Dan black belt in Aikido, a Japanese martial art and lives near London with his wife, Tricia.



"Leadership Mastery Suite" (What and Why)

Why is James's website called the **Leadership Mastery Suite**? Because eight years ago he sought a platform to tie all his ideas, tools and processes together for his clients. Inspired by the idea of a musical composition with one underlying theme, the Leadership Mastery Suite is a set of three distinct pieces that combine to form one integrated learning framework. The three pieces are **Mental Model Mastery**, **Self-Mastery** and **Knowhow Mastery**.

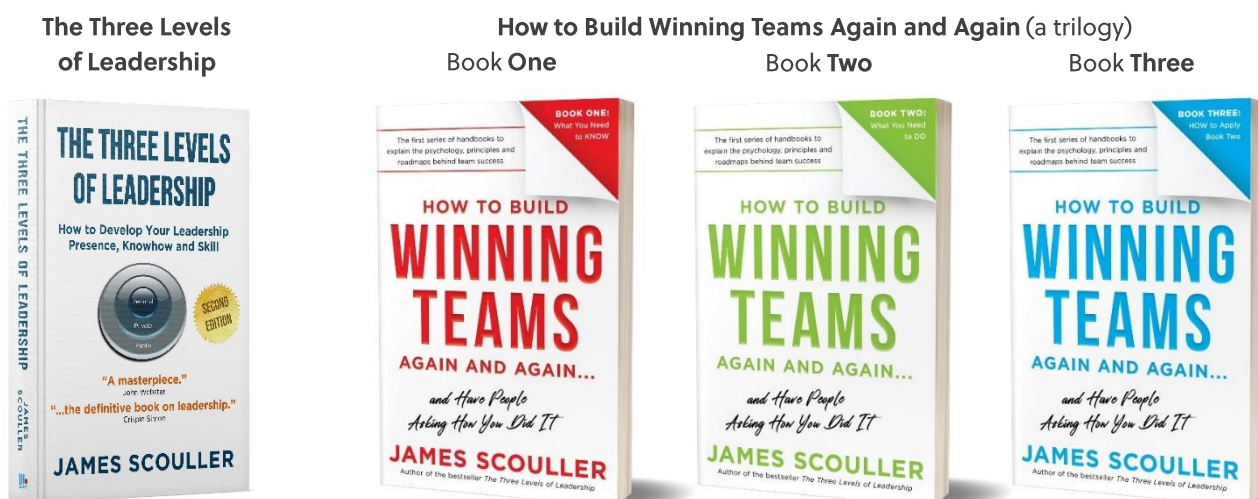
You can compare the Leadership Mastery Suite to a Swiss Army knife. It gives you all the key ideas and tools you need to grow leaders and teams in one compact, simple, unified master model. It draws on the ideas and tools in his first book **The Three Levels of Leadership** and the three books in his **How To Build Winning Teams** trilogy.

For more detail, visit his website www.leadershipmasterysuite.com and click "Leadership Mastery Suite" on the top menu.

What Services Does He Offer?

- One-to-one executive coaching for leaders
- Team coaching
- Books
- Public speaking
- Educational videos

His Books



The Three Levels of Leadership (1st ed. 2011, 2nd ed. 2016) published by Management Books 2000 Ltd.
How To Build Winning Teams Again And Again (trilogy) published by Hawkhurst Publishing in 2024.

Examples of Speaking Topics

- How to build winning teams: the essentials.
- The hidden psychology of teams.
- A psychological model for understanding your team's issues.
- The seven-principle (7P) action model for building teams.
- How to grow yourself as a leader.
- On leadership presence: its sources and how to develop it.
- Team building: finding your motivating purpose.
- Leaders, limiting beliefs, defensive behaviour and self-mastery.
- The four dimensions of leadership.
- Why senior managers struggle to form themselves into teams.

Past Speaking Engagements

Integrated Leadership
Psychology Summit, Cairo, Egypt



Saint-Gobain Senior Managers
Forums, Warsaw, Poland

European Mentoring & Coaching
Council event, London, UK



University of North Florida Leadership
Summit, Jacksonville, Florida, USA

Havas Next Generation Leaders
Programme, San José, Costa Rica



GE Human Resource Managers
UK conference, London, UK

Association of Business Psychologists
annual conference, London, UK



American Express Global Employee
Conference, New York, USA

Royal Military Academy, British
Army, Sandhurst, Camberley, UK



Saint-Gobain Global Learning &
Development Conference, Paris, France

Speaking Testimonials

"The IPLS is creating a great buzz , it was a very successful event and all participants were impressed by your dazzling approach and the use of 4D and 3L." **Hassan Guelil, MD Life Compass** and organiser of the Integrated Leadership Psychology Summit

"The participants were very positive about the workshop. When we did the recap at the end of the day, many of them had deep insights and new resolutions." **Monika Kolodziejczyk, HR Director, Saint Gobain, Poland**

"The feedback has been excellent. My boss even floated the idea of you attending our next leadership symposium. Would you be interested?" **Captain Mark Garner, The Royal Military Academy Sandhurst.**

"Thanks for your contribution today - it was excellent and much appreciated." **Philip King, Chief Executive Chartered Institute of Credit Management.**

Certifications & Memberships

- **Accredited Master Executive Coach:** APECS (Association for Professional Executive Coaching & Supervision).
- **Accredited Executive Coach:** AC (Association for Coaching).
- **Member of EMCC** (European Mentoring & Coaching Council).

Social Media

<https://www.linkedin.com/in/jamesscouller/>

<https://twitter.com/JamesScouller>

Channel: The Leadership Mastery Suite (<https://www.youtube.com/user/3LevelsofLeadership>)

Contact Details

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Book Outline #1: The Three Levels of Leadership

The Three Levels of Leadership: How to Develop Your Leadership Presence Knowhow and Skill

Published by Management Books 2000 Ltd, 1st ed. 2011, 2nd ed. 2016

ISBN 978-1-8525277-1-6

The first book to outline a complete model for growing yourself as a leader by explaining what leadership is and how to master your psychology to connect with and influence others better.

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|---|--|
| Who is the book for? | <p>Any leader – younger or older, experienced, inexperienced or aspiring – wanting to:</p> <ul style="list-style-type: none"> • grow their executive presence. • acquire the key knowhow and skill while boosting their emotional intelligence (EQ). • apply the ideals of “servant” and “authentic” leadership. • cut through the fog created by the differing leadership theories and see one “master” model behind all the confusion. • reach Jim Collins’ “level 5”, which he described in his 2001 classic, Good to Great. |
| What makes it an unusual book in its field? | <ul style="list-style-type: none"> • It’s a self-help manual for leaders. • It’s a complete guide to your growth as a leader. • It’s clear and easy to read. • It’s compact; there’s no padding. Every page matters. You won’t have to hunt for the “useful stuff”. • It introduces three breakthrough models: <ul style="list-style-type: none"> — The four dimensions of leadership. — The three levels of leadership. — The leader’s map of the human psyche • It offers fresh new thinking on leadership by: <ul style="list-style-type: none"> — combining the best of the old theories while addressing what they ignore: the leader’s psychology and presence — turning the abstract ideals of “servant” and “authentic” leadership into something you can apply — offering a new 4D definition of leadership to use as an everyday tool — redefining the leader’s purpose, meaning you can throw out the old “superhero” model — guiding you on how to lead change across your company — presenting a breakthrough model of the mind (the first for 75 years) drawing on the latest thinking and research from psychology and neuroscience — putting self-mastery (mastering your mind) at the centre of your growth and success as a leader • It explains new self-mastery techniques and tools. • It shows which behaviours to work on first and how to do so, giving you a clear personal development path. |

Book Outline #2: How To Build Winning Teams Again And Again

How To Build Winning Teams Again And Again (and Have People Asking How You Did It)

A trilogy published by Hawkhurst Publishing, January 2024

Book 1 ISBN 978-1-7392766-0-7 **Book 2** ISBN 978-1-7392766-2-1 **Book 3** ISBN 978-1-7392766-4-5

The first series of handbooks to explain the psychology, principles and road maps behind team success.

Book 1 explains what you need to **know** about teams. Book 2 explains what you need to **do** to build teams. Book 3 explains **how** to apply book 2's ideas in three different scenarios.

Who is the trilogy for?	People who are serious about leading, building and regenerating great teams.
Why is it needed?	Until now, we've had no widely understood theory explaining teams' hidden psychological blocks nor a convincing action model for addressing them. This trilogy of handbooks changes that. For the first time, you have the chance to grasp the psychology, principles and road maps to team success.
What the trilogy will give readers	Book One concentrates on what you need to know: the psychology of teams and other essential basics. You'll learn: • The hidden traps facing your team and why team building takes effort. • About the Team Progression Curve. • Why you need to grasp the contrast between performance groups and real teams. • Why so few senior management groups have become genuine teams (until now). • The three psychological challenges your team faces in climbing the curve. • How to recognise which of the three challenges – Commit, Combust or Combine – are affecting your team most. Book Two explains what you need to do in building and regenerating teams. It offers a seven-principle (7P) action model that nails the psychological issues discussed in Book One while giving you practical tips. For example, you'll learn what to do in: • Crafting a motivating team goal with your teammates. • Growing yourself as a team leader. • Creating group unity (including the much-talked-about psychological safety). • Finding out and attending to what makes your teammates "tick". • Delivering task progress and results. • Handling moments when the team feels "stuck". Book Three goes beyond mere intellectual understanding by explaining how to apply the second book successfully. It shows how to: • Diagnose what's happening in your team using the TeamFixer® tool. • Figure out which of the seven principles to concentrate on. • Sequence your actions to best effect in three scenarios: (1) a new team (2) an existing team that's doing okay but could do better (3) a team with serious problems. • Coach teams with the C-C-C and 7P models. It also has an FAQs chapter with questions from by people who lead or work in teams.

Book Reviews 1 (The Three Levels of Leadership)

- "A masterpiece." - **John Webster, former UK building society CEO.**
- "This may prove to be the definitive book on leadership." – **Crispin Simon, former CEO, Biocompatibles International plc**
- "Packed full of practical wisdom." – **Tony Langham, former Chief Executive, Lansons.**

Book Reviews 2 (How To Build Winning Teams Again And Again)

- "A brilliant and definitive analysis of high performing teams – what differentiates them, how to create them, how to sustain and re-generate them." – **Jim Kennedy, Senior Vice-President, People, Shionogi Europe**
- "James Scouller has taken on a massive task in explaining and developing teamwork and has delivered with power, style and great insight." – **Jarlath F Benson, Author of *Working More Creatively With Groups*, Former Director N. Ireland Institute of Human Relations, Former Director of the Institute of Psychosynthesis London. Group Analyst and Psychotherapist**
- "James Scouller's trilogy is a gift to anyone feeling overwhelmed when facing current and future challenges as it helps us understand the power of 'together' versus 'alone'." – **Jerry D. Estenson, Professor Emeritus, College of Business, California State University, Sacramento**
- "This is the most in-depth, rigorous work I have seen on working with groups in corporate settings, SMEs, nationals, globals and public organisations." – **Roger Evans, Author of *Five Dimensions of Leadership*, co-author of *The Creative Manager*, co-founder of the London Institute of Psychosynthesis, Management Consultant and Psychotherapist**
- "Any leader who is serious about developing teams ignores this trilogy at their peril." – **Ian Proctor, Chairman, Flutter UK & Ireland**
- "James Scouller's groundbreaking trilogy provides us with an insightful yet accessible take on group psychology and team building." – **Joanna Czysz-Piechowiak, CEO Poland & Ukraine, Saint-Gobain**
- "These books provide a compelling and comprehensive approach for those seeking to navigate the complexities of developing successful teams. They aid in uncovering underlying issues and offer a roadmap for steering teams toward sustained effectiveness." – **Graham Lee, Leadership Coach & author of *Breakthrough Conversations for Coaches, Consultants and Leaders***

