

Robert I Holmes

PCC, CALC, MAIMC

B.Com, P.G. Dip.Acc., C.B.Fac., M.Div., Th.D



I am an expert in the science of human behaviour and high performance. I am the CEO of Frazer Holmes Coaching, who specialise in personal development. As the Director of Marketing and Brand Development for the International Coach federation Australasia (ICFA) I oversee the promotion of the Coaching Industry in the Asia Pacific. As the Research Fellow at the NeuroCoaching Institute, I am undertaking my Ph.D researching the effectiveness of coaching on trauma and PTSD in the Army. I am an international journalist (Inc. Magazine, HR Monthly, Brain Speak, Coach World and others), and have authored six books on leadership, coaching, business, fiction and theology.

COACHING HISTORY

o Strengthening People Management. I have successfully worked with executives and senior management on team development, overcoming dysfunctional behaviour, cohesive goal setting, communication skills, high level negotiations and behaviour management in order to obtain organisational goals. Examples include: Heather Grace, CEO (Been Solutions, Accounting), Jo Roebuck and Ivan Baxter, Partners (O'Shea and Dyer, Solicitors), Adam Suitor, MD (Pycon, construction) and CJ Sautelle, Senior Researcher (Senate, Federal Government). 15 organisations in total.

o Leadership Development. I have successfully coached senior executives and government managers through skills development for promotion, resilience building for new stressors, career path development and exit coaching. Examples include: Timothy Edwards, Director (Dept. Communications, Government), Ross Hawkey, (CIO, Mission Australia then CFO, Data Dot), Philip Beale, CFO (AACo, Agribusiness) and Julia Mason, Principal (Compassionate Care, Nursing). 18 organisations in total.

o Organisational and Team Performance. I have successfully assisted coaching through organisational design, divisional performance, executive performance, development of strategic intent, peak performance and talent development. Examples include: Philip Beale, Executive General Manager (Australand, Property Development), Wagga Wagga City Council (HR Division), Trapper's Bakeries (Goulburn and Braidwood), TTH Industries (Mike Beard, CEO) and Wayne Benn, Senior Pastor (Grace Crowd, NFP). 14 organisations in total.

o Individual High Performance. I have successfully worked with elite athletes and teams to take their performance forward and achieve their yearly goals. Work included state management, emotional control, neurocoaching performance and goal setting. Examples include: Troy Herfoss (Honda Racing Team - Superbike & Suzuki Racing, 600 champion), Brad White (Cross country and 800 Meter champion) and Mark Elia, Coach (Bulldogs, football). 6 Individuals in total.

o Change Management. I have coached senior managers, stakeholders and boards through executive succession planning, site consolidation, mergers and acquisitions, Tax negotiations, whole of business contract renegotiations and finance team development. Examples include: Michael Vos, Executive Chairman (Vos Group, Tourism & Construction), Nick Heggarton, Manager (Bramshott Trust, agribusiness), Mark Chester, Owner (Advantage Signs, marketing) and Zuraida Ariffin, MD (Wealth Creation, finance). 35 companies in total.

DELIVERY EXPERTISE

- o **Coaching and training leadership skills and team building.** Providing actionable and auditable outcomes; resilience and capacity building at board and chairman level, senior government and C-suite executives and mid-level management.
- o **Strategic and operational planning.** Implementing corporate management frameworks, management theory implementation, forecasting, budgeting, data modelling, risk mitigation, disaster recovery planning, business planning, SWOT analysis and event planning.
- o **Change management coaching and consulting.** Company wide succession planning, senior executive replacement and management career paths, HR solutions and organisational facilitation.
- o **Board advisory services.** Conflict resolution, communication facilitation, brainstorming, ideas testing, trouble shooting, 360 degree business reviews, active learning and strategic planning sessions.
- o **Regional business facilitation.** Leadership excellence, contract tendering, project delivery (BEC), Federal and State funding grant applications and networking.
- o **Corporate training.** Community based business mentoring, overcoming personal and team dysfunction and personal, corporate and executive coaching.
- o **Curriculum development.** Certificate IV and Diploma level, national certification of RTO training programs, international certification of coach training program (ACTP with ICF).
- o **Quality Assurance.** At Canon I oversaw the implementation of QA frameworks and nationwide training. Annual audit review and updates.
- o **Extensive project management and delivery.** Products (books, multimedia resources, music albums), conferences and seminars as well as international AID projects involving multiple international organisations (e.g. cholera mitigation in Zimbabwe).

SUMMARY CAREER HISTORY

November 2011 – present *Executive Director & CEO* **Frazer, Holmes Coaching**

Contracted coaching provider with the Army, NSW Police, businesses & executives, Job Service Agencies, high schools and individuals. I have built one of the largest coaching companies in the Asia Pacific which is only one of a few companies in Australia to provide ACTP (PCC) certified training.

July 2011 – September 2014 *Executive Director*, **Crosslink Christian Network**

A network of 90+ churches and 190+ ministers. Annual turnover 500k+, staff of 3.

I have consulted the board since 2006 and have been a paid director for 2 years.

Oct 2005 – November 2011 *Executive Director* **The Business Prophet**

As the Senior Partner and Principal Consultant I oversaw provision of business consulting and executive coaching services.

Oct 2001 – December 2008 *Managing Director* **Storm Harvest Inc.**

Storm Harvest Inc. A publishing and conference company I established in 1993. I oversaw our merger and acquisition with Peacemakers in 1999.

Mar 2000 – Oct 2001 *Centre Manager*, Training Manager **CDC**

Reporting to the board of the Cootamundra Development Corporation (CDC). Annual turnover of 2.2 million, staff of 6 and coverage of five regional centres.

Oct 1998 – Feb 2000 *Business Facilitator* SWS Business Enterprise Centre

Positions held: Centre Manager and Business Facilitator.

Nov 1995 – Aug 1998 **Canon Australia**

Positions held: Internal auditor, Fraud unit, Quality Assurance officer.

Nov 1994 – Nov 1995 **Rydges Hotel Corporation**

Positions held: Assistant Financial Controller, Credit Manager, AR and AP Officer.

Nov 1989 – Nov 1994 **Southern Pacific Hotel Corporation** Parkroyal Potts Point, Centra Hotel North Sydney, Capital Parkroyal

Positions held: Senior Night Auditor, Corporate Trainee, Porter, Cashier, Auditor.

EDUCATION AND PROFESSIONAL TRAINING

Currently studying a Ph.D in Neurocoaching through RMIT

Doctorate of Theology (Phoenix University of Theology) *Th.D.*

Masters Degree in Marketplace Ministry (Spiritual Concepts International) *M.Div.*

Certificate IV in Business Facilitation (Victoria University of Technology) *C.B.Fac.*

Post Graduate Diploma in Accounting (Macquarie University) *P.G.Dip.Acc.*

Bachelor of Commerce in Management Sciences (University of Canberra) *B.Comm.*

- Jaemin Frazer & Assoc. Master Coaching I & II (2012)
- HOPE & POWER coaching (2011)
- FACE Expert Subtle Expression Training (2011)
- METT Advanced Micro Expression Training (2011)
- Beyond Success Personal Mastery Course (2003)
- Certified Business Coach (2004)
- Price Waterhouse Combating Corporate Corruption (1998)
- Arthur Anderson Communications, Fraud and Report Writing (1997)
- Quality Assurance Australia Certified QA auditor (1997)
- Institute of Internal Auditors Auditing Professional Development (1996-1998)

PROFESSIONAL MEMBERSHIPS

Professional Certified Coach (PCC) International Coach Federation (ICF)

Certified Action Learning Coach (CALC) World Institute of Action Learning (WIAL)

Member of the Australian Institute of Management Consultants (AIMC)

Certified Professional Speaker (CSP) National Speakers Association (ANSA)