

FACILITATOR PROFILE

“Leadership is communicating to people their worth and potential so clearly that they come to see it in themselves.”

—Dr Stephen R. Covey

Gerald Cawdell



Gerald Cawdell is a Senior Consulting Partner with FranklinCovey Middle East and has expertise in enhancing individual performance through facilitation, consultancy and coaching interventions. He brings a wealth of experience in organizational change to his clients. As a result of his extensive management experience in a variety of industries, he understands the challenges organizations face in today's competitive environment.

Clients describe Gerald as a quick study—someone who relates well at all levels throughout an organization. They value his ability to help them get results around their most strategic objectives.

Born in the United Kingdom, Gerald has extensive international experience both academically and professionally in The U.K., Germany, Japan, Australia and The U.A.E. Whilst in Tokyo, he held positions with Personnel Decisions International (PDI), a U.S. based global management/human resource consulting firm and Canning Japan, a U.K. based international training and development organisation where he designed and facilitated both group and one-to-one workshops aimed at providing participants with the skills, attitudes and behaviours necessary to be more effective when conducting business in an international environment.

In Dubai, Gerald held a Senior Training Consultant position with a U.S. based internationally recognised learning solutions provider. He consulted and facilitated leadership and workforce development programmes to clients in the Middle East.

Gerald has worked with clients in a wide variety of industries, many of whom are Fortune 500 organisations. Working with different employee levels, Gerald has both led projects and workshops for clients such as Proctor & Gamble, Sony, NEC, Coca-Cola, Mitsubishi Electric, CISCO and the Islamic Development Bank.