

BIOGRAPHICAL DETAILS

NAME: Barrie Watson MCMI

JOB TITLE: Managing Director



BACKGROUND

Before becoming a director of CERT in 1986, Barrie was chairman of a major marketing group and director of two retail organisations. He describes himself as a practical "hands-on" businessman with a passion for unleashing the potential of people.

Barrie's vast experience, enthusiastic presentation style and his emphasis on "practical applications" of new practices and techniques makes him a much sought after speaker at management seminars and conferences around the world.

AREAS OF SPECIALISATION

- Human resource management strategy
- Executive, management and project team building
- Executive and senior management performance enhancement
- Individual and team selection and development
- Training and consultancy relating to the integration the Belbin methodology into people performance optimisation strategies.

Barrie's clients and academic associations include:

| | |
|---|---|
| ABB (Finland, Italy, Germany, Sweden, US) | *J P Morgan (UK) |
| *Abu Dhabi Investment Authority (UAE) | Learnmart (China) |
| Airbus (Europe) | Microsoft (UK) |
| Alibaba (China) – in association with Learnmart | *Mitsubishi (UK & Europe) |
| BAPCO (Bahrain) | Nestle (Switzerland) |
| BAT (Global) | Paris University Business School (France) |
| BNP Paribas (France, UK) | Pfizer (UK, Ireland & Romania) |
| *#Bonas Machine Company | Pizza Hut (US) |
| *Bosch Rexroth (US, Germany) | PQM (Indonesia) |
| *Center Parcs (UK) | PriceWaterhouseCoopers (The Netherlands) |
| Chinese University of Hong Kong (Hong Kong) | *Roshan Telecom (Afghanistan) |
| *CYESA (Mexico) | *SES Astra (Africa, Luxemburg, UK, US) |
| *#Diageo (UDV Leven) | *7i (South Africa) |
| *Duke University Business School (US) | *Sandvic (Global) |
| GlaxoSmithKline (UK, Middle East) | *Schindler (Switzerland) |
| *Guayacan (Puerto Rico) | Selectio (Croatia) |
| *#Eli Lilly (UK & US) | Stockholm Business School (Sweden) |
| Infosys (India) | *TATA (India) |
| Kraft Foods (US) | United Nations (Switzerland) |
| John Lewis Partnership (UK) | World Bank (Global) |

*Executive and/or senior management level #Britain's Best Factory award winners

OTHER ACTIVITIES:

Author of numerous articles for management and human resource journals and contributor to many books, including Succeeding at Work and Changing the Way We Work in collaboration with Dr Meredith Belbin. Barrie was also a consultant for the BBC's highly successful customer service revolution video "The Tom Peters Experience" and the widely used quality assurance video "Crosby on Quality".

In collaboration with Dr Meredith Belbin, developed the Work Role model to improve delegation and work assignment practices. This methodology complements the work already done in helping numerous organisations improve individual and team performance by using the Belbin Interplace HR management and team building system.

Barrie's recent directorships include Belbin Associates and CERT Team Development (India) Pvt Ltd.