

BIOGRAPHICAL DETAILS

NAME: Barrie Watson MCMI
JOB TITLE: Managing Director



BACKGROUND

Before joining 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)	Microsoft (UK)
*Abu Dhabi Investment Authority (UAE)	*Mitsubishi (UK & Europe)
Airbus (Europe)	Paris University Business School (France)
*#Bonas Machine Company	Pfizer (UK, Ireland & Romania)
*Bosch Rexroth (US)	Pizza Hut (US)
*Center Parcs (UK)	PriceWaterhouseCoopers (The Netherlands)
Connecticut Universty (US)	*Roshan Telecom (Afghanistan)
Co-operative Group (UK)	*SES Astra (Africa, Luxemburg, UK, US)
*CYESA (Mexico)	*7i (South Africa)
*Duke University Business School (US)	*Sandvic (Global)
EADS (France)	*Schindler (Switzerland)
#Eli Lilly (UK & US)	Selectio (Croatia)
Infosys (India)	Stockholm Business School (Sweden)
Kraft Foods (US)	*TATA (India)
John Lewis Partnership (UK)	*#UDV Leven
*J P Morgan (UK)	United Nations (Switzerland)
GlaxoSmithKline (UK, Middle East)	World Bank (Global)

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

OTHER ACTIVITIES:

Author of the "Team Facilitator Toolkit" and co-author, with Dr Meredith Belbin of the "WorkSet Facilitator Toolkit", contributing author of Succeeding at Work, joint 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 is also a director of Belbin Associates, CERT Team Development (India) Pvt Ltd and Watson Management Services.