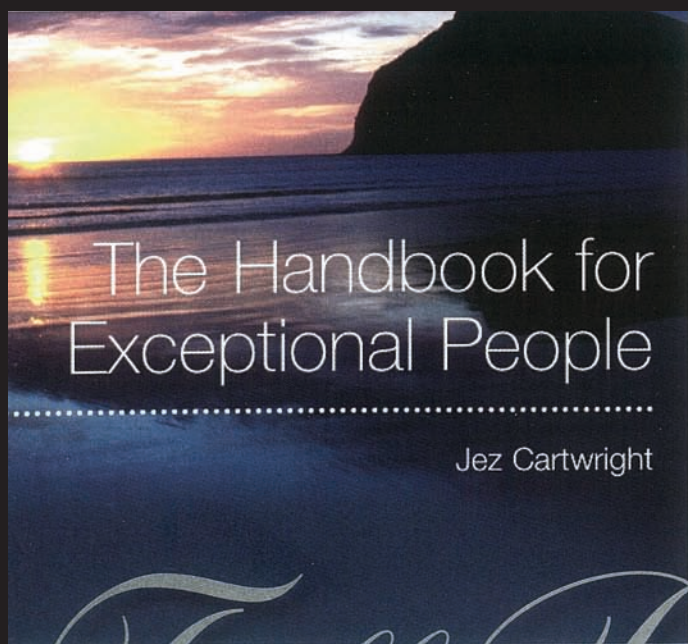


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## The Handbook for Exceptional People

Jez Cartwright

# Full Potential

If you have received a copy of SHOP, dear reader, then the book featured on this page was written with you in mind: it is titled *The Handbook for Exceptional People*.

Taylor-made for entrepreneurs and corporate star performers, the Handbook tackles head on any problems in the path of even greater success.

Written by executive coach Jez Cartwright, who has a background in business, a Masters in the Science of Sports Coaching, and once acted as a sports performance consultant to the England Cricket Team, the book addresses the mental health of the high-flyer.

Explains Cartwright: "I became increasingly interested in the psychological factors that hold people back. My experience as a professional sports coach has proved invaluable and allows me to apply my motivational and analytical skills to business leaders."

At between £300-£600 per session, Cartwright starts his client with a series of ninety-minute sessions once a fortnight. Issues covered include office politics or a particular deal or a problem in someone's personal life, which impact on their professional performance.

Most clients are aged 25-55 and are referred to Cartwright by their employers. The male-female split is almost fifty-fifty and they come from companies as diverse as City banks, recruitment companies and an upmarket jeweller.

Adds Cartwright: "In some companies there is a climate of fear and this keeps their employees on their toes. But it also has another effect and that's what I look at.

"Those high up in the corporate world have very few people they can talk to – they are surrounded by yes people and this is where people like myself come in.

"I look at the human side of the multi-million pound deal - my job is to help them focus on being the best they can."

However, a referral is not a sign that a P45 is imminent – quite the contrary, according to Cartwright. It shows commitment on the part of the company.

Adds Cartwright, 35: "One client was referred after an internal assessment at work. She was 'emotionally unresponsive', while another top performer at a bank who generated lots of money was a nightmare for his

colleagues to work with because he was aggressive.

"The problem is often that the brain doesn't want to change but wants to prove right even harder. It takes awareness of the problem, choice and discipline to overcome the problem which gets in the way of a client reaching his or her full potential."

### It's about where you put your energy

Sessions, which are intensive, will help find the root of the problems at work. Treatment therefore can last from just eight sessions to as long as three years. Importantly to the high-flyer, treatment stays confidential with no reporting back to a client's employer.

"I look at where people's insecurities and fears come from," Cartwright adds. "I tell them that if they have insecurities these will play out in business and cost staff and money.

"One client came to me with stress. She was a sales person and focused too much on sales results and not enough on the quality of her performance. We changed this and her sales figures improved – it's about where you chose to put your energy."

For more information contact Jez Cartwright on 07958 225 349 or [akindred.com](http://akindred.com) – *The Handbook for Exceptional People*, RRP £10.00.