



## James Irvine

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James Irvine is an associate programme developer and facilitator for Egyii and has been described as 'one of South East Asia's foremost experts at using NLP to help executives achieve results'.

An experienced banker who helped Standard Chartered Bank achieve results in Germany, Dubai, Hong Kong and Brunei, James saw a need to boost bankers' 'softer skills' as a way to differentiate. He therefore moved into executive development in Singapore, first working with The British Council's Professional Development Centre before starting his own business in 2006.

James recently developed and delivered project which involved helping a group of 100 priority banking relationship managers switch from a product-centred sales approach to clients, to a client-focused relationship approach, focusing on building trust and loyalty.

His areas of expertise lie in enabling executives to learn outstanding people skills, adapt to change, and develop personal leadership. A Master Practitioner and Master Trainer of Neuro-Linguistic Programming (NLP), the most powerful technology of achievement available today, James equips executives with new insights into their own capabilities.

As a learning and development consultant, he helps both front line and back office executives achieve better results by enabling them to gain control of their own mindsets and motivation as well as their behaviours. The result is individuals who are both more passionate about their business and more effective at what they do.

*"Trust- the one thing that changes everything." Stephen M.R. Covey*

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