



David Smith

Former People Director, ASDA

David Smith has 34 years Corporate experience of change management, the last 15 years of which were spent in the turnaround of the Asda Retail Business. Asda has been transformed from a bankrupt broken business to the highly successful retailer it is today, and has also achieved the status of being the Best Place to work in the UK Sunday Times Survey. David and his Team led many of the changes which created a highly productive performance based culture, and laid the foundations for commercial success.

David was People and IT Director at Asda, and was on the Executive Board for 10 years.

Today, David is a highly respected Author, Business Speaker and Consultant. He has also been requested to Mentor a limited number of CEOs and HRDs. He is also the Chairman of the Institute for Employment Studies.

David speaks to both UK and International Conferences about the 7 Principles of Building a High Performance Culture, utilising the Asda case study and other International examples. He runs Masterclasses on these Principles, including the very important topics of Performance Management; Style of Leadership for effective change and powerful business Communication. David also speaks on Leadership in Tough Times; effective Execution and other facets of People Management.

David's style is to engage with his audience and to tell stories to bring his points alive. He is impactful, taking a simple and practical approach to complex issues.

Strong Beliefs

People are the only sustainable competitive advantage
A Great Place to Work! - The key to serving your customers well.
High Performance is unlocked through engagement and motivation - mobilising discretionary effort is critical...

Themes

The 7 principles of building a High Performance Culture
The 5 Key initiatives to Drive your Business out of Recession
Resourcing for High Performance
World Class Communication
Leadership which makes the real difference
Performance Management in a new light
Is reward all it's cracked up to be?
Getting Mergers & Acquisitions to work
It's all about Culture
The Generation Game
Strategic impact or hoax

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