



# Michael A. Potter

BA (Hons), MA, MBA, FCIPD, FRSA

**2012 'Dev Kusum International Fellowship Award'  
(Indian International Centre in New Delhi)**

**2009 Winner of the Global HR Excellence Award in  
HR Leadership Presented at the World HRD  
Congress, Mumbai**

Michael A Potter is an International Management Development Trainer, Writer, Speaker, Globalist and People Expert. He is one of the Leading Non-Academic Global Training and Management Development Consultants and has worked in an advisory capacity for a variety of Global Organisations including:

- The National Health Service, UK
- The BBC, UK
- Coca Cola, UK
- HSBC, UK
- UniBank, Ghana
- Cyprus Popular Bank
- Ecobank, Ghana
- Primebank, Bangladesh
- Financial Services Authority, UK
- National Pension Commission, Nigeria
- British Nuclear Fuels Limited
- Nigeria LNG
- GAIL Limited, India
- Rolls Ryce, UK
- CFAO, Ghana
- Vodafone, Ghana
- Airtel, Ghana
- MTN, Ghana
- SMART, Philippines
- Mobitel, Bulgaria
- TelOne, Zimbabwe
- HR Kites, Bangladesh

Michael holds an MBA and a degree in Business Studies from the University of Liverpool ,UK together with an MA in Organisational Analysis and Behaviour from the University of Lancaster, UK. He is also a Chartered Fellow of the UK's Institute of Personnel and Development (FCIPD), a Fellow of Royal Society of Arts (FRSA), and a former visiting lecturer to the University of Liverpool. Michael is a former Bolton Wanderers FC Professional Player and now actively works with its Former Players Committee.

Throughout his career as a People Management consultant and trainer, Michael has presented at conferences, delivered training workshops and seminars in numerous countries across Europe, Middle East, Africa and Asia. He has also published a variety of books and articles on the subjects of Global Talent Management, Business and HR Strategy, Change and Transformation Management, and Mentoring and Coaching.

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## Speaking

In 2012, at the IFTDO Conference & Expo in Warsaw, Michael successfully presented and launched his new paper *"Global People Paradigm - Shifting the Frontier of People Management"* which outlined his current views and foresights on people issues for the future. The paper also introduced his new model for the future: *"The People Matrix Management Model"*.

Following the success of his World Series Paper 2, *"Global Talent Management: Recruitment, Retention and Development - Strategies for the Future"* and his World Series Paper 3, *"Human Capital, Competitive Edge, and The Credit Crunch: Global Challenges Ahead"*, Michael and the MAPI team have now developed the World Series Paper 4, *"Strategic People Management: The New Era - Global Challenges 2020 and Beyond"* which was successfully presented at the Renew and Regenerate conference in Helsinki, Finland, in November 2015.

Michael's new World Series Paper 5 titled *"Nurturing the Global Cabbage Patch - Key Challenges and Strategies 2020 and Beyond"* is going to be presented for the first time at the 16th PMAP Cebu Regional Conference in August 2016.

Some of Michael's recent speaking engagements include:

- **Nurturing the Global Cabbage Patch: Key Challenges 2020 and Beyond**-16th PMAP Cebu Regional Conference, Philippines. 2016
- **HR Planning in the Global Workplace**-HRA Conference, Manoi, 2016
- **Strategic People Management: Key Challenges 2020 and Beyond**- Renew & Regenerate, Helsinki, 2015
- **Management and Leadership in a Global World** - International Youth Conference at Vadodara, 2015
- **Keynote speaker at the 33rd NIPM Annual National Conference** - Kolkata, India, 2014
- **Keynote speaker at the IPMZ Annual Convention and Exhibition** - Zimbabwe, 2014
- **Keynote speaker at 57th Annual IPM Convention** - South Africa, 2013
- **16th International HR Congress** - Regional IFTDO Conference - Warsaw, Poland, 2012

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## Training and Consultancy

In June 2014, Michael successfully launched the first module of his new *“International Mini Executive MBA Programme”* at CFAO, Ghana, followed by the second module in April 2016. The programme has been designed to reflect today’s global business trends and equip executives with the skills necessary for the future global challenges.

Michael’s specialist Training and Consultancy expertise includes:

- Organisational Development
- Strategic Change Management
- Project Management
- Leadership and Management
- Mentoring and Coaching Skills
- Continuing Professional Development
- Multi-Generational Workforce Management
- Global Talent Management
- Succession Planning
- Recruitment and Selection Skills
- Competency Mapping
- Job Analysis
- Psychometric Testing
- Assessment and Development Centres

Some of Michael’s recent training and consultancy engagements have included:

- **Leadership and Management Masterclass** - Omni Bank, Ghana, 2017
- **Effective Coaching and Mentoring Skills** - NRB Jobs , Bangladesh, 2017
- **Competency Based Interviewing Skills for Interviewers** - Investors in HR, Maldives, 2017
- **HR Business Partnering Programme** - KSI, Bulgaria, 2017
- **Effective Management Skills for Supervisors Workshop** - Labadi Beach Hotel, Ghana, 2016
- **Advanced Management and Executive Skills Workshop** - CFAO, Ghana, 2016
- **Strategic People Management Programme** - Absolute HR, Bangladesh, 2015
- **Leadership and Management Development Masterclass** - IPMZ , Zimbabwe, 2015.
- **Advanced Psychometric Testing Programme and Assessment Centres Workshop** - LEADS Tech Ltd, Bangladesh 2015

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## University Speaking

Michael has recently been working with international universities to deliver motivational talks, workshops and career advice for students. In August 2015 Michael successfully delivered a workshop to students at Heritage Business School, Kolkata, on the topic of "*Overcoming Negativity and Facilitating Skills at the Workplace*". He also presented his "*New People Matrix Management Model*" to students, HR professionals and entrepreneurs at Daffodil International University in Bangladesh in August 2014.

## Publications

Michael is a regular contributor to specialist HR publications and many professional journals. His new article "*Global Talent Challenges - Are You Ready?*" has recently been published in *Absolute HR Magazine* in Bangladesh. Furthermore, following the success of the "*The Global Management Journal*" and the "*Mentoring in the Fast Lane*" book, year 2015 saw a new publication from Michael A Potter titled "*Successful Change and Transformation Management*". In addition, Michael developed and launched two training DVDs titled "*Recruiting, Developing and Retaining Human Capital*", and "*Mentoring Matters, Coaching Counts*", both of which have been hugely successful.

## Awards and Achievements

Michael appeared as a Keynote Speaker at IIT Symposium in New Delhi (India) (10th-11th Feb 2012) for recognition of his Global HR achievement he was in honour to receive a prestigious award in February 2012 – 'Dev Kusum International Fellowship Award' (Indian International Centre in New Delhi).

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## Media

- 12 November 2016 - Michael was invited on RockFM Ghana to discuss Ghanaian football.
- 28 February 2014 - Michael shared his knowledge on Leadership in Big 4 European Football Clubs as a guest *management guru* at *Bernard Avle Breakfast Show* (Citi 97.3 FM-Ghana).
- 01 February 2014 - Michael A Potter was interviewed on Ekattor TV Bangladesh Show 'Rendezvous' where he talked about Leadership, Talent Management and Corporate Culture.
- 19 June 2013 - Michael presented his expert opinion on Leadership in Big 4 Premiere League Football Team on *Bernard Avle Breakfast Show* (Citi 97.3 FM Ghana).
- Michael was featured on *Daily Tribune Bahrain* where he talked about his new "People Matrix Management Model" and the strategies for bridging the generational gap in the workplace by 2030.
- Michael shared his insight in *Ghana Management Development Month Series* on soaring global talent mismatch in the work environment and how it can be managed well by organisation today.

## Testimonials:

*"I had pleasure to listen to your presentation during the HR Congress in Warsaw this year."*

*"I am happy I had opportunity to attend your lecture."*

*"Thank you once again for the great presentation at the HR Congress in Warsaw"*

16th International HR Congress - Regional IFTDO Conference November 2012, Warsaw (Poland)

*"I would like to thank you for your formative & interactive two workshops you delivered at Bahrain. I wish you best of*

*luck in your future events. We will be in touch in near future for more business and conferences."*

Talent Management and Human Capital Workshops for the Bahrain Society for Training and Development, June 2009

*"It was a pleasure and an honour to meet you at the last conference. Indeed the participants had benefited tremendously from the sharing of your knowledge and experience in human capital."*

International Conference on Human Capital Development – Malaysia May 2009

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## Sporting Career

In his younger days Potter was a keen all round sportsman; his achievements are listed below.

### Rugby League

During his high school years at the William Beaumont School, Potter captained the school's rugby league team and then went on to regularly represent Warrington his home town at under 15s level as a scrum half/stand-off. He also won 3 county caps representing Lancashire U15s on three occasions. Potter retired from rugby league in 1975 at the age of 15 when he decided to focus on his football career.

### Football

As a young footballer of promise Potter represented his junior school Our Lady's RC Primary and at the age of 11 was selected to represent the Warrington Juniors team. In 1974 Potter signed for the Bolton Wanderers Football Club who were then competing in the English Football League Division I. During the next three years he played for the club representing the Reserve Team (Central League), 'B' Team (Lancashire League), Youth Team (English FA Youth Cup), and Clifton Palace (Junior Team). He played over 120 games as a Centre Forward and Winger and scored 53 goals.

When he left Bolton Wanderers in 1977, Potter returned to play in the local junior leagues for his team Helsmoore Wanderers. In the 1976/77 season he scored a record 76 goals; 15 of these goals were scored in one match in a 27-0 win against RCCYC. This proved to be a world record for an amateur footballer and thus his name appeared in the 1977 edition of the Guinness Book of Records as a record-breaker. That same season Potter was awarded League player of the season and went on to win four county caps representing Cheshire County Football Association at U17 level, playing against Nottinghamshire, Staffordshire, Merseyside, and Yorkshire. He scored 5 goals in the 4 games playing for Cheshire.

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## Sporting Career (Continued)

From 1978 Potter continued his football career as a semi-professional footballer playing for Chester F.C. (English League, Division 3), Runcorn F.C. (Northern Premier League/West Cheshire League), St Helens Town A.F.C. (North West Counties League, Division 1), Warrington Town F.C. (North West Counties League), and Heysham F.C. (North Lancashire League). He retired from football in 1987 aged 28 years. Potter has since reconnected with the Bolton Wanderers F.C. and is now a Committee Member of the Bolton Wanderers Former Players Association.

## Football Career History

<u>Years</u>	<u>Team</u>	<u>Appearances</u>	<u>Goals</u>
1974—1977	Bolton Wanderers	126	53
	Chester City	2	0
1977—1979	Runcorn	119	49
1979—1980	Warrington Town	15	10
1980—1983	St. Helens Town	42	26
1984—1985	Newton F.C.	18	14
1986—1987	Heysham F.C.	21	16
1975—1977	County Honours Cheshire F.A. U 17s	4	5

## Rugby Union

After retiring from football in 1987 Potter played Rugby Union as a fly-half/winger. He represented Warrington RUFC and also Vale of Lune RUFC. He retired from Rugby Union in 1993, aged 34 years.

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## Sporting Career (Continued)

### Cricket

Potter was a very keen league cricketer, playing his first club/league cricket game in 1970 at just 11 years of age. He represented the following Cricket Clubs as an all-rounder over a career which spanned 36 years: Winwick CC Appleton CC, Grappenhall CC, Trimpell CC, Toft CC, Cholmondeley CC.

The highlight of his cricket career was playing at Toft CC, 1989-2002. Potter played in Toft CC 1st XI winning side that won the Cheshire County League Boddingtons Cup final against Heaton Mersey in 1991. His career statistics were as follows:

- **Batting:** 100 + runs in innings - scored 0
  - ⇒ 50 + runs in innings - scored 102
  - ⇒ Highest individual score - 99 runs v Canon Frome, 1988
- **Bowling:** 6 wickets in a match - 201 times
  - ⇒ Best performance – 8 wickets for 35 runs - Toft v Sale, Cheshire County League, 1991.
  - ⇒ Potter retired from English club cricket in 2006 aged 46 years.

### Skiing

Potter became a qualified English Ski Council „Candidate Club Coach“ in 1982. In 1983 he set up his own part-time skiing school called „Ski Sunday“ where he coached newcomers to the sport to help prepare themselves for their skiing holidays. He retired from ski coaching in 1995.

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