



Goldfinches

Think & lead
at your best

Leadership coaching and mentoring
to help you thrive and fly

Experienced, discreet thinking partner & sounding board for leaders



Goldfinches

Nigel Prideaux

“I help leaders think clearly, lead effectively, and perform at their best.

“For thirty years I have advised Executive Leadership Teams and Boards and led award-winning communications teams, helping organisations build and protect their reputations through success, uncertainty and change.

“I understand first-hand the realities of leadership – its pressures, responsibilities, and consequences.”



FTSE100
Executive
Director and
Board member

“Now as a portfolio non exec director in the FTSE100 I look back and only wish I could have had Nigel coaching me as an executive. He would have super charged my efforts; brought wisdom and insight to my decisions and the whole process would have been enjoyable and enriching.”



Leadership has never been more visible, more complex or more demanding



The pressures of leadership today are intense. Scrutiny is constant. Change is the norm



The complexity of our worlds – at work and home – is both enriching and challenging



The opportunity and ability to think freely and clearly has never mattered more





I will partner with you to think clearly,
lead effectively and perform at your best



I will help you think freely and clearly – away from the everyday pressures and expectations



I will help you explore new perspectives that are difficult to reach alone



I will listen carefully, without agenda or judgement



I will challenge constructively, with empathy, experience, insight and discretion



I will support you to move forward with confidence, clarity and purpose



Two ways I partner with leaders



Coaching

I partner with leaders as a coach, providing a confidential space to reflect on challenges, opportunities, and aspirations. Through careful listening, thoughtful questioning, and constructive challenge, I help leaders gain new insights and perspectives, strengthen self-awareness, and identify their own solutions, creating the conditions for sustainable growth and lasting change.

- Typically, time-limited engagements
- Each session focuses on a clear objective
- Often six 60-90 minute sessions over six months



Mentoring

I partner with leaders as a trusted counsel and discreet sounding board, providing an independent and fresh perspective and a safe space to discuss opportunities, challenges, and decisions. Through support, constructive challenge, and experience-based insight and advice, I help leaders clarify their thinking and lead with greater confidence and effectiveness.

- Typically, longer-term engagements
- 12 month retained relationships
- Regular monthly meetings with availability between meetings



The topics leaders bring are varied

- Leadership and team effectiveness
- Presence, impact, influence and communication
- Board and executive team relationships
- Strategic clarity and decision-making
- Organisation and culture change
- New role and 'first 100 days'
- Managing complexity, risk and uncertainty
- Confidence, composure and resilience under pressure
- Balance at work and home
- Leadership transition and career progression

The objectives are the same...

...to think freely and clearly,
to explore the topic in a confidential space,
and move forward with confidence



The principles and values that guide my coaching and mentoring



Partnership, trust, and a deep respect for the client's experience and judgement



Depth of first-hand experience, practical insight, and commercial understanding



Strength of values: kindness, empathy, candour and collaboration



Total discretion, confidentiality and independence



Healthy balance of thought-provoking conversation, outcome-focus, and fun

About

Nigel Prideaux

EXPERIENCE. JUDGEMENT. DISCRETION. VALUES.



30 years advising Executive Leadership Teams and Boards



Leader of group-wide communications for Aviva and NatWest



Senior reputation adviser at leading agencies, Brunswick Group and Headland



Voted Corporate Communications Professional of the Year; built and led award-winning teams



Trained coach with Henley Business School PCEC programme



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“

Throughout my career as a leader, I believed that the true measure of leadership is not simply what the leader achieves themselves, but how they help others to grow, thrive and succeed. That conviction shaped the way I led and now defines my work as a coach and mentor. ”



Testimonials

From a variety of leading FTSE100 companies

Chief People Officer

“ It’s hard to summarise the impact Nigel has had on me as a leader in a few short sentences. He has the most brilliant ability to simplify the complex, bring his balance of judgement and experience to high stakes situation and somehow always with a smile on his face. Having had the pleasure of working with him for more than a decade I feel fortunate he taught me so much that I use today. He’s my go to person on tricky problem solving and always leaves me believing in what’s possible. He will be the most brilliant coach for anyone who’s lucky enough to work with him. ”

Chairman

“ Nigel brings a wealth of experience in large organisations, not just as a Communications Director, but as an all-round trusted adviser. Discretion goes without saying, but his contacts, sound judgement and his feel for Board dynamics makes him an invaluable support to any Chief Executive or Chairman. ”

Chief Executive

“ Nigel is highly experienced and provides strong insight and balanced judgement in managing complex issues across multiple channels - balancing shareholder, client, and regulator agendas. He is a strong, trusted partner and counsel to help navigate complex matters. He brings clear, empathetic and long-term thinking. He’s calm under fire and deeply experienced with high integrity. ”

Corporate Affairs Director

“ Nigel has been at the top tables of large global organisations navigating issues, crises, and transformation at the highest levels and brings incredible strategic judgement and corporate affairs experience. But two things makes his counsel incomparable and rare: his ability to really listen and the integrity to stay rooted in values. ”



Testimonials

From a range of leaders

Senior Military Officer entering corporate leadership

“ Every senior military leader understands the value of a trusted sounding board - someone who will challenge your thinking, broaden your perspective and help you make better decisions. Nigel has been exactly that for me. I would recommend him without hesitation to anyone preparing for life beyond the Armed Forces or facing significant leadership decisions. ”

Lifestyle Medicine Physician & Founder

“ Working with Nigel was exactly what I needed to get unstuck. Rather than telling me what to do, he asked thoughtful, insightful questions that challenged my thinking and continued to spark new ideas long after our coaching session had finished. His calm, encouraging approach helped me gain clarity, confidence and direction. What had felt overwhelming suddenly became manageable. I particularly appreciated how well he listened. He created a space where I could think more deeply, uncover what really mattered, and move forward with purpose. ”

Executive Director, FTSE100

“ You want Nigel by your side when the chips are down. His calm, kindness and sound judgement give comfort and clarity as you navigate the challenges - and opportunities - of life. He is principled and intelligent - while also having grit and determination. He's ambitious for - and sees the strengths and potential of - everyone he engages with. And he's made it his mission now to help others realise this potential. Not only will you thoroughly enjoy each interaction you have with Nigel. You'll also come away from them with clarity, conviction and a clear path forward of how to seize the opportunity in all that life presents to you. I could not recommend working with Nigel more highly. ”

Communications Director, FTSE100

“ Nigel is an exceptional coach. Every session led to meaningful breakthroughs that helped me gain clarity, build confidence, and make positive changes in both my professional and personal life. Nigel has a remarkable talent for asking exactly the right questions, creating a space where insights emerge naturally and solutions become clear. Each hour felt incredibly valuable, leaving me with practical actions, fresh perspectives, and renewed motivation. The impact of our coaching has been profound. ”



Goldfinches



“I will help you think and lead at your best so you thrive and fly.”

The inspiration behind the name

Goldfinches are often seen as a symbol of joy, optimism, and resilience. Gathering together in sociable 'charms', they are remarkable at finding valuable nourishment where other birds might not.

For Nigel, a keen wildlife photographer ([flickr](#)), Goldfinches represent curiosity, resilience and the ability to see possibilities others might overlook - qualities that lie at the heart of his approach to leadership coaching and mentoring.