



# Phil Allison

## Managing Director

Phil has over 21 years' experience in retail, in Australia, New Zealand and in Singapore and over 15 years' in Strategic Partnering, Facilitation, Coaching and Leadership Development at Corporate Edge.

Phil has previously held positions including Operations Director, General Manager Operations and Regional Director of a \$2.4 Billion business and prior to starting Corporate Edge had worked for Woolworths Australia and Dairy Farm International.

Phil founded Corporate Edge in 1999 and developed a series of concepts, models and processes that facilitate the achievement of potential in both individuals as well as organisations.

From this grew a suite of programs which Phil presents and facilitates via one on one, group, conference and public forums. Phil has been engaged with companies such as Westfield, Harvey Norman, Village Roadshow, Star Track Express, Sydney Opera House, The Australian Ballet Company, Metcash, Canon, Ecolab, Hagemeyer Brands, Genesys Wealth and True Alliance to name just a few.

Phil is the Managing Director of Corporate Edge and has grown the business into a regional entity working in Australia and New Zealand.

Phil has been coaching one on one at the senior level of organisations for over 13 years working mainly with Managing Directors/CEO's, General Managers and National Managers.

Phil has created and facilitated successful development and strategic workshops for both senior and middle management. The workshops are either custom built to client needs or are selected from the suite of workshops and products that Phil has specifically developed or are licensed to Corporate Edge.

Phil also facilitates strategic planning meetings to establish business direction, purpose, vision, values, as well as team and cultural alignment. These meetings are usually held with the Senior Executive team or nominated management teams.

Phil is also a sought after conference speaker presenting on Leadership, Coaching, Behavioural Change, as well as Motivation and Team Building.

Corporate Edge partners with its clients to create Strategy Ownership within the organisation that specifically facilitates its clients ability to align their culture with their strategy.



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