

Insight on Coaching – Guest Bio

Alan Fine

President and Founder, InsideOut Development

Introduction

For more than 25 years Alan Fine, president and founder of InsideOut Development, has consulted with some of the world's top athletes, executives, and most demanding organizations, including IBM, Sun Microsystems, Ford, NASA, Proctor & Gamble, and the U.S. Navy.

His commitment to understanding how people learn and perform under pressure led Alan to develop a model of performance used by individuals, teams, and organizations to achieve and sustain breakthroughs in performance—in any field and whatever the level of expertise. Alan has also authored two books: *Play to Win Golf*, and *InsideOut Golf*.

Experience

Fine began his career as a tennis player and was later certified as a professional tennis coach by the British Lawn Tennis Association. Since 1980 he has coached professionals in both sport and business communities, and today, Alan and his company InsideOut Development, are the preferred performance management consultants.

The principals, tools and methodologies Alan uses will help organizations drive strategy to implementation and help individuals achieve their performance objectives. The result is decision velocity: faster, more accurate decisions leading to focus and action—taking people from inspiration to implementation.

In addition to his work consulting with Fortune 500 leaders, Alan is also very much in demand as a speaker, where he incorporates an engaging mix of humor and commentary drawn from the performance-driven world of the professional athlete.

Professional Affiliations, Publications and Recognition

Alan is currently a columnist for *Golf International Magazine*. His work caught national interest, and he has been featured in *Britain's Sunday Times*, Edward de Bono's book, *Tactics*, and on the BBC television program "Business Matters."

Recently he was a contributor to the Drucker Foundations book, *Coaching for Leadership*.