

**TREVOR LAURENCE**  
**MANAGING DIRECTOR and**  
**SENIOR FACILITATOR-COACH**  
**EXPERIENTIAL TRAINING & COACHING Ltd (ETC)**



**Qualifications:**

MSc Rec. Management (Loughborough 1983)  
Bachelor of Education (Waikato 1974)  
Diploma of Teaching (1973)  
A.N.Z.I.M.

**Professional Background**

Trevor has over twenty five years experience in a variety of roles involving leadership, teams, and performance management. He has been the Managing Director and Facilitator-Coach with ETC since founding the Company in 1987.

Trevor's personal expertise in leadership, team-performance and organisational change is focused in the area of facilitation and coaching for business organisations. He utilises a mixture of real life and simulated experiences to help individuals, teams and organisations to 'raise the bar' with performance.

Trevor works principally with senior teams to help them attain levels of high performance as leaders, both individually and collectively. His recent or current clients include teams in Telecom NZ, Gen-i, Fonterra, Terralink, the Idaho Department of Lands (USA), and the New Zealand Men's Hockey Team (the 'Blacksticks'). He has written articles and been a guest speaker on organisational change, leadership, teamwork and the application of experiential learning in organisations. Trevor is an Associate member of NZIM.

As Managing Director of Experiential Training & Coaching Ltd (ETC), Trevor is committed to supporting ETC team members in providing the best possible standards in all areas of ETC's services. A needs-based, client-centred approach to the provision of services is the core component of Trevor's personal philosophy to business and this is reflected in ETC's vision, mission, values and business practices. Improved performance is the bottom line of all ETC interventions.

Trevor is a former NZ Olympic Hockey representative and Captain. He lives in Auckland. His partner Jan McKenzie also works with ETC and he has three adult children, Mark and Keryn and Nicholas.

## Professional History

Since 1997 ETC Leadership Performance Coach – Facilitator, and ETC MD  
1986-87 Executive Manager of an experiential learning centre  
1982-83 Rotary Postgraduate Fellowship to Loughborough University, England  
1974-86 School- teacher

## Professional Areas of Interest & Expertise

### Facilitator

- Leadership & Team Performance for Executive Teams.
  - Creating a collaborative Leadership Team
  - Leading organisational change
  - Vision, mission and values creation
  - Strategic thinking & planning
  - Managing for performance and results
- Workplace New Zealand accredited facilitator for:
  - Search Conference visioning/strategic planning
  - Participative Design workshops to design and implement self-managing/teams as a fundamental component
- Employee Forums, e.g. Change Management, Management and Unions, collaboration across business units and with external partners.
- Community Development facilitation of disparate groups, e.g. Waiheke Island Recreation Planning.

### Performance Coach -

#### Leadership

- Executive Teams as Organisational Leaders, i.e. assessment, facilitation and coaching of Executive Teams in leading organisational change
- Accredited trainer in Extraordinary Leadership (Zenger & Folkman), Action Centre Leadership (Adair), Situational Leadership (Hersey & Blanchard)
- Practical application of Kouzes and Posner (Leadership Practices Inventory) and Stephen Covey's leadership work, i.e. Seven Habits, Principle Centred Leadership
- 1 on 1 coaching and counselling of executive team members as leaders
- Rotary Youth Leadership Awards (RYLA) Facilitator 1992-2006.

#### Team and Personal Performance

- Accredited trainer in Belbin's Team Roles (1992), Herrmann Brain Dominance Instrument (HBDI 2005), Margerison & McCann's Team Management Index System (TMI, 1989) and Elias Porter's Relationship Awareness Training (RAT, 1986)
- Strategies for team development and building High Performance Teams through experiential workshops, simulations, activities and action learning methods

- In-house consultancy, facilitation and coaching on team assessment and performance
- Executive team performance, facilitation and coaching
- Implementation and development of team based organisation culture.

### Consultant

- Planning and implementation of holistic change processes within organisations
- Organisational change and restructuring (integrated with training & development)
- Development of Learning Organisations
- Leadership, Team Development, assessment and coaching
- Experiential Learning methodologies.

### Guest Speaker

- Leadership
- Team Alchemy – the Chemistry of Successful Teams
- Performing in the Zone

### Conference Events

- Design and facilitation of high impact, high energy conference activities which add value to traditional conferences through the use of experiential activities and simulations

### Referees

Referees from Leadership Teams that Trevor works with are:

- Chris Quin, CEO, Gen-i Australasia. (Telecom NZ) ph 64 27 4420902  
(Also 10 other General Managers in Gen-i)
- Heather Kean, GM HR Fonterra Trade & Operations ph 64 21 840565
- Paul Hamburger, GM Mobile, Telecom NZ ph 64 27 5889898

### Hockey Career

#### Coaching and Administration

- 2005-06 Performance Coach to New Zealand Men's Hockey Team (Blacksticks)  
2004 World Cup in Germany and build-up.
- 2000-04 President Auckland Hockey Association (AHA)
- 2002-04 Southern Districts Premier Men's Club Coach in AHA Competition
- 1997-98 New Zealand Men's Team, World Cup – Team Advisor
- 1993-94 Auckland Men's Team - Team Advisor

#### Player

1977-1984 NZ Men's Hockey Representative (29 tests; 1984 Los Angeles Olympic Games; 1982 Bombay World Cup; selected for 1980 Moscow Olympics which were boycotted by NZ.)

1975-84 Auckland Representative (102 games, 6 National Championships)

1970-74 Waikato Representative.

### **Trevor's Contact Details**

Phone ++64 9 527 5008  
Mobile ++64 27 4964 535  
Fax ++64 9 527 5009  
Email [trevor@etcglobal.co.nz](mailto:trevor@etcglobal.co.nz)  
Website [www.etcglobal.co.nz](http://www.etcglobal.co.nz)