

## Contact

[www.linkedin.com/in/neilfrance](http://www.linkedin.com/in/neilfrance)  
(LinkedIn)  
[www.wholebrainthinking.co.uk](http://www.wholebrainthinking.co.uk)  
(Company)  
[www.genesis4training.co.uk](http://www.genesis4training.co.uk)  
(Company)

## Top Skills

New programme Whole Brain Claims Handling  
Coaching  
Customer Service

## Languages

Afrikaans, French

# Neil France

Genesis Business Services  
Chelmsford

## Summary

Neil has been running Genesis Business Services with a variety of expert associates for over 25 years.

He has worked extensively with Sales, Customer service and Operations teams in companies such as Celgene, Roche, Alcan, Volvo Construction Equipment, Qatar Development Bank, Arab Banking Corporation, Merrill Lynch, Morgan Stanley, Pasha Bank, National Australia Group, Woolwich, Barclays, Bank of Ireland and John Charcol amongst others. Projects include the design, delivery and implementation of training and coaching programmes to reinforce and integrate the soft skills into every day behaviours. Significant experience of working with Boards internationally and with multi-national groups, having provided services across Europe and in the Middle East, Asia, Far East, Latin America and the US. From Baku, Azerbaijan to Buenos Aires, Argentina!

Master Practitioner in NBI profiles the largest suite of whole brain thinking preference profiles in the world.

Specialties: Board facilitation, Corporate values, Leadership, Management mentoring, Whole Brain Selling, Whole Brain Customer Service, Whole Brain Leadership, Whole brain coaching, NEW Programmes! Whole brain debt recovery (for collections departments) Whole Brain Claims Handling (insurance industry)

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## Experience

IIR

Associate trainer

February 2011 - Present (11 years)

In the last 12 months helping Directors and Sales teams develop a new insight to communication and leadership using the NBI Brain Profile. In Azerbaijan, Denmark, Holland, Switzerland, Luxembourg and Sheffield!!

## Genesis Business Services

Trainer and facilitator

October 1992 - Present (29 years 4 months)

Looking forward to more exciting assignments for clients. Doing more with less and creating environments where people want to do what you need them to do are dominating at present.

The NBI Brain Profile remains a central foundation for helping people to adapt to new behaviours in this fast moving world.

## JFR International Ltd

Director

January 1990 - September 1992 (2 years 9 months)

This was our first business that specialised in Sales Training and Sales Management Training.

## Mercuri International

Sales and Management Training consultant

July 1987 - February 1989 (1 year 8 months)

We had to find and build our own clientbase. This proved that you could do what you were training others to do. We then ran tailored sales programmes that supported our clients growth targets.

## Anikem

Technical Sales rep

1982 - 1985 (3 years)

I was responsible for servicing and winning new customers from Port Elizabeth to Umtata. This also included running the warehouse and arranging all of the other activities to keep the territory hitting its targets.

## Pretoria Metaal Perswerke

Senior chemist

1980 - 1981 (1 year)

The role was taking responsibility for all chemical testing of the coatings for both grenade production and shell case production. Also for the water treatment on the whole site from water in to waste water treatment.

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## Education

Kelsterton college

GRSC, Chemistry · (1976 - 1980)

University of Wales, Cardiff

GRSC, Chemistry · (1976 - 1980)