



**Matt White**  
**Senior Consultant**

Matt spends his time supporting leaders to 'Connect on Purpose', helping them inject real energy into their leadership so they get more out of themselves and others. Taking a very human and creative approach to leadership development, Matt work with insight and ideas in equal measure.

For the past 8 years Matt has lead the Organisational Inventing team at Whatif, specialising in how leaders develop and sustain a culture of innovation. He works with clients on such things as building employee engagement, developing and embedding compelling purpose and values, personal and group leadership development and getting senior leadership teams to actively create the space and conditions where growth behaviours can flourish.

He's been lucky enough recently to work with organisations such as BP, Barclays, Fremantle Media, Lexis Nexis Group, AstraZeneca, the BBC, Centrica and Coors. Matt has facilitated executive education tours both in Europe and USA working with senior business leaders to bring back and embed the learning's into their business. This has involved in depth visits to great organisations such as WL Gore, Apple, Ikea, Ritz Carlton, Southwest Airlines. Tough job, but someone had to do it! Prior to joining ?What If! 7 Matt spent 12 years in Unilever, where his claim to fame was introducing instant tea granules to an unsuspecting and frankly unappreciative British public. Matt lives in Brighton with his lovely Canadian wife Colleen, 6 year old daughter Grace and 4 year old identical twin boys Felix and Elliot (so he's actually quite glad to be out of the house occasionally!).