



George Levvy
Senior Consultant

George is a Consultant with Leading Initiatives Worldwide Ltd. His interest in leadership developed during his 10 years as Chief Executive of the Motor Neurone Disease Association, during he grew from a hands-on manager to some sort of leader, while the organisation dramatically increased its impact, its profile and its reputation, its culture was transformed and its income more than trebled.

George is excited by how much organisations can achieve, and in particular by the power of strategic clarity, by high performing leadership teams and by creating the conditions for people to excel. George inquires and clarifies issues and needs all within the strategic context of the business, constantly adapting to the changing climate. He tailors development programmes to meet the strategic needs identified and works with leaders to build their and their teams leadership capacity.

George has worked in the commercial, public and voluntary sectors, in marketing, health and general management, in the UK and in Japan. His clients have included Citizens Advice, BNA International Inc, Corporate Dynamics (UK) Ltd, HelpAge International, the Children's Society, ICAN, International Alert and Oxford University.

He is an Associate Consultant of the Cass Business School, where he also teaches on leadership programmes.

George originally qualified in medicine, which he practised for five years before he realised he was much more interested in people's potential than their limitations through ill-health, which led to a career in management.

George has a young family with so many interests and activities that he has no time for any of his own. If he did they would be sailing, wild open spaces, travel, cricket, reading, music and theatre.