



60 Seconds with...

MARK VAN DEN BOOGAART

Are you a soccer player?

No, I played rugby league, though not very well!

You've got a strong business background? Can you tell me 3 insights that you bring to coaching from that experience?

The first insight is about change. The reality is, it's happening at an ever increasing rate, so much so that as a client said to me, change is now BAU.

The second thing is that the reality of change is often incremental. We see the big disruptors, which can be harder to see.

The third is about the need to sell. Many people don't think they 'sell'. However in our conversations if we replace the word 'sell' with 'influence', then most people agree that is a skill they most certainly need to grow their career.

What do you love about coaching?

I get the opportunity to help people, its really that simple.

What don't you love about it?

I'll come back to that one.

What's the passion that gets you out of bed in the morning?

I have a young family so getting up is automatic, unfortunately! My passion is for learning, and currently it's the guitar.

Tell me about the most fulfilling coaching engagement you've had.

I worked with someone who was looking at their own future as if they were walking through gates and into jail. Working together we were able to switch their perspective from one of fear to excitement about the future. Later they described it that they now felt they were walking out through the gates, rather than in.

You talk to lots of people: what are three challenges that companies are facing right now?

I often hear companies speak of a feeling that somehow their way of doing business has fallen behind the times. They fear that they may have slipped, maybe lost their competitive edge, and they want it back!

Very much linked to that is the conflict between creativity and compliance. Businesses want to be creative, to be innovative, and they want their people to be thought leaders, however the question is how promote creativity, innovation and risk taking in a highly regulated environment.

Another challenge is about supply. Companies feel they are in a supply arms race. It has to be better, quicker, with more options, and like pizza via drones, a little out there. So how far to push the supply side of their business is front and centre for many businesses. Much better to identify/create a demand.

Is Executive Central always part of the solution?

We have a lot of smart people, and great IP to bring to the table, which is a great thing to have behind you as a consultant.

What would you like us to know about Mark?

While I am an executive coach and executive leadership specialist, I have a real passion for 'the customer' and enjoy engaging with my clients and helping them on their own customer journey.

How do you relax?

The outdoors, with my family and friends.

What would your dream job be, if you weren't an executive coach?

Something that allows me to travel and connect with people!

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OUR PERFORMANCE GUARANTEE

"We think that any organisation in the business of performance improvement should absolutely guarantee its own performance. We believe so strongly in the success of our work and stand so firmly by our results that we offer a full or partial service refund if clients don't see expected returns." **Rob Balmer, Managing Director, Executive Central**