

MASKEW CORDON

PROSPERITY WITH PRINCIPLES

JULIANA MCLEAN

Director, Leader, Coach, Consultant, Facilitator, Researcher

Juliana@maskewcordon.co.uk | +44(0)7432 641239



Personal Strengths

Throughout her career, Juliana has been fascinated by the detail of business – and how it relates to purpose and values. Specifically, with how the reality of day to day practice and behaviour aligns with policy and strategy implementation.

Or doesn't.

And the unintended consequences delivered as a result of the mis-alignment.

Juliana is excellent at the overview, standing far enough back to get the whole picture but close enough to see the detail. She helps business

leaders ensure that what their business's do is aligned with what they espouse.

It's not what you think you do, it's what you actually do that matters.

That's what your customers experience. That's their reality.

She knows from first-hand experience of successfully managing and building her own businesses how difficult it can be to get it right.

And how big the prize is when you do.

Results and Successes

Growing a business to a £multimillion turnover national retail chain & franchised operation. Twice. Retail, as they say, is detail and it was her attention to the details that help make these businesses such a success.

Working as an internal consultant answerable to the MD of a complex family owned financial services business. Responsible for cross department alignment and client journey. Successfully headed up major sector-impacting projects.

BUSINESS STRATEGY, ADVICE, COACHING & FACILITATION

Andy Key & Juliana McLean, Directors

+44(0)1625 839 792 | hello@maskewcordon.co.uk | www.maskewcordon.co.uk

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PROSPERITY WITH PRINCIPLES

Negotiated & delivered major contracts with key external stakeholder groups in Financial Services.

Created, launched and exited a privately-owned members high-spend-per-head concept bar.

Personality

An excellent, instinctive coach and facilitator, a great salesperson and a superb researcher.

She has an uncanny ability to hear beyond what's been said, or not said. To ask the right questions. To gain insight.

Insight that provides an evidence-based framework to accelerate progress.

A fervent observer and clue spotter.

A natural Salesperson, she has broad business experience and has successfully owned and exited her own businesses.

Outside Work

Food and drink - innovating & creating. Foraging. Growing herbs & plants for drinks, infusions & syrups adapted from ancient recipes.

Making stuff that makes people feel happy.

Dinner parties & gatherings. Friends & Family.

Walks. Woods. Water. Wildlife.

What She's Learned

Always be learning.

Adapt, but never give up.

People tell you so much without saying a word. You just have to listen.

Invest in the right people. They are your best asset.

Listen to your instincts... but be mindful of the facts.

Life's too short for cheap wine.

Education

Ongoing!

Proud to be self-taught in pretty much everything post 21 yrs. Continually embraces challenges, change & learning.

Berni Inns Management Training Program

Licencee (APLH)

Qualified Scuba Diver (PADI)

Internet

Website: www.maskewcordon.co.uk

Blog:

<https://journal.maskewcordon.co.uk/latest>

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