

The Preston Associates

EXECUTIVE COACHING SPECIALISTS

LEE MEARS

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The world has stopped telling leaders what good looks like. Most respond by gripping tighter. The best get clearer, calmer, and more human. That's exactly what Lee helps them do.

Lee works with senior leaders, leadership teams, and Boards who are navigating a world where the old playbook no longer applies - where uncertainty isn't a phase to survive but the permanent condition to lead through. His work sits at the intersection of high performance and human leadership: the belief that the two aren't a trade-off, but that the best leaders have always known how to hold both.

EXPERIENCE

Before coaching, Lee spent 20 years operating at the sharpest edge of elite sport - 43 caps for England, two Rugby World Cup campaigns, and a British and Irish Lions tour. He knows what it means to perform under genuine pressure: when the stakes are real, the crowd is unforgiving, and the margin between success and failure is wafer-thin.

What sport taught him - and what he now brings to every boardroom - is that sustained high performance has never been about having all the answers. It's about building the kind of Gravitas that makes people lean in when you say *"I don't know yet, but here's how we're going to find out."*

Lee works with senior executives and Boards across finance, investment banking, commodity trading, technology, retail, and manufacturing. His specialism is helping leaders develop measurable Gravitas - the behaviours that create authority, trust, and followership - particularly when the pressure is highest and the path is least clear.

He doesn't believe in leadership development that prepares people for a world that no longer exists. He believes in building leaders who can navigate the one we're actually in.

EDUCATION, QUALIFICATIONS, PROFESSIONAL MEMBERSHIPS

- Post Graduate Certificate in Executive Coaching, University of Chester
- BA Hons in Leadership and Management
- Level 3 RFU UKCC Coaching Certificate