



James Sweetman is a highly-rated and well-respected Keynote Speaker, Executive and Life Coach, Soft Skills Trainer, Author and Columnist.

James' ability to inspire audiences comes from his unique blend of professionalism, insight and humour. This teamed with the directness and honesty that his topics require, has resulted in an impressive client list, both in Ireland and overseas.

James has over twenty five years experience in business having held senior positions in a number of blue chip companies, working in the areas of change management, sales and business development, and customer relationship management.

James completed a MBA (Masters of Business Administration) in 1998 receiving a first class honours for his thesis on the topic of Motivation. He has several Business and Personal Coaching Diplomas and is a certified NLP (Neuro-Linguistic Programming) Master Practitioner.

In 2000, James left his senior management role to pursue his passion. He established James Sweetman & Associates with the aim of inspiring people to empower themselves, through his 1-2-1 coaching and training. As so often happens, when you detect your passion and act on it, success meets you half way. James is now the 'go-to' coach and trainer for many international companies and is a sought-after personal coach for people who want to revolutionise their lives.

### James Sweetman Author

James' first book '*Graduate to Success*' was published in January 2007 and four more have followed - '*Soar – Powerful Questions that will Transform your Life,*' the eBook '*How to Excel at Interviews*' and his two acclaimed novels '*The Odyssey of Abraham Little*' and '*Finding Katherine.*'

James started '*Next Steps*' his monthly business and personal development e-zine in 2004. It is now read by thousands of subscribers in over 30 countries. He writes monthly columns in several industry magazines.

James regularly contributes to articles and features in the mainstream media and has been interviewed many times on radio and TV.