



Meet Gary Lavery

Trainer, Coach, Speaker and Business Owner

What job do you do?

Everything I do is about inspiring people to build a bulletproof, positive mindset so they can become the best version of themselves. I achieve this by adding massive value through my words, believing in people and challenging behaviour.

I love what I do, as an empowerment coach, keynote speaker and training facilitator.

How did you get into your role?

I fired up my personal journey when I was a 15 years old by adding value to the coaching set up at my local cricket club. I would support the head coach in delivering group coaching sessions to the U13 team. A year later I successfully become one of the youngest coaches in Durham by achieving the ECB Level 1 Cricket Coaching Certificate. This opened up opportunities and I started coaching for Durham CCC in both schools and junior county teams - my obsession for sports psychology started here and my passion for coaching cricket is still as strong as ever. In 2005, I successfully achieved the ECB Level 3 Cricket Coaching Certificate and since then have progressed and developed my talents to become a high-performance coach - only a selected few in Durham have this title.

Whilst working as a trainer at Orange, I developed an obsession for personal improvement and started reading self education books and going to speaking

seminars - it was this proactive journey of self discovery that introduced me to the subject of Neuro-Linguistic Programming (NLP) and I became fascinated about living with a positive mindset and creating behavioural change. Shortly after this realisation - I made NLP my life. Firstly, I achieved the NLP Practitioner Certification, followed by the NLP Master Practitioner Certification, which was a life changing experience for me personally. However the most amazing experience was the final part of the jigsaw - successfully achieving what I set out to become five years earlier - a Certified Trainer of NLP. I spent 30 days in Hua-Hin, Thailand, delivering on stage. This was a real test of mental resilience to succeed at the highest level.

Throughout all of these courses, I also studied time-line therapy and hypnosis - all the way up to master trainer level. I then formed my own NLP training and personal coaching company and I now run my own business, which is centred around helping people create positive change in their life and becoming the best version of themselves.

Tell us a little bit about your working day

During the week I hit the gym at 6am most mornings for an early work out. If I am working from home, I always take my child to school before starting my daily tasks in the office. When I am not out and about either delivering a group training, running an empowerment coaching session

or speaking at an event, I'm in the office.

In the office - I will deep dive into all the things that grow my business, such as marketing, sales and communicating. Currently as part of my personal vision, I am developing my marketing skills through online learning. Most of the stuff I do in the office is about getting out of comfort zones and challenging yourself even if you don't want to do the task you have to do. I don't really have a specific cut off time to end my day, because I love what I do. Most days I can be flexible whilst working in the office, just as long as all my tasks for the day have been completed. Some evenings I could be doing business research or reading a personal development book until 11pm. All of this is adding value towards my vision.

What advice would you give to one of our students who is interested in your field of work?

You must have a vision (purpose) of something that you really want to create for your life. Set specific goals, all of which are aligned to your big vision, and work hard to achieve them. You must believe in yourself and show other people who you are and what you are about. You must be accountable for everything you do even when things are not going well - learn from any mistakes you make and keep moving forward towards your vision.