



PRESS RELEASE

New book launch

POTENTIAL - Find it. Own it. Work it.

by David Guile

Executive Business coach, David Guile, is launching his new book, **POTENTIAL** on 20th February 2017. Available on Amazon, **POTENTIAL** combines the principles of coaching with David's business and leadership experience. It will support managers and emerging leaders to fulfil the potential within them and in turn the potential in others.

Specialising in leadership, David has over 25 years' experience within the hotel sector. In **POTENTIAL** he draws on this, sharing his personal learning as he steadily worked his way up within the industry from a hotel trainee to CEO and Board member of Macdonald Hotels & Resorts.

The book is structured around **The Dynamics of Potential** - a new business model developed to realise and fulfil Potential. Through the 4 Ps (Perspective, Purpose, Performance & Progress), **POTENTIAL** uses critical insight, personal reflections and self-development tools and exercises, for the reader to discover their strengths, define their purpose and achieve much more than they ever thought possible.

"Read this book to embrace your Potential and discover what's possible." Alex Gregory MBE, Double Olympic Champion - coxless fours

"Filled with key leadership messages that will support, challenge and inspire you." Robin Sheppard
FIH MI. Chairman Bespoke Hotels

"This book is like having a very practical business coach with you at all times, helping you question what you're doing and supporting you to achieve your best. David Guile draws on recognised coaching and business practices, packaging it all up into a book that is easy to read and easy to put into practice." Anne Scoular, Co-founder and faulty member of Meyler Campbell, author of *The Financial Times Guide to Business Coaching*.

Publication details:

POTENTIAL is published by Rethink Press and will be available to order on Amazon on 20th February 2017 [here](#).

About the author

As CEO for Macdonald Hotels & Resorts, the largest privately owned hotel group in the UK, from 2007 to 2014, David was responsible for over 5,000 employees and a senior executive team of twelve. Under his leadership, the company achieved successive EBITDA growth, despite the challenging economy, and was awarded the prestigious accolade of AA Hotel Group of the Year in both 2008 and 2014 in recognition of exceptional quality and customer service.

Having started as a trainee and worked his way up through all hotel departments, David rose through managerial roles before becoming CEO and Board member. In addition he has experience in both large PLCs (Forte Hotels Group, Granada and Compass) and privately owned businesses (Macdonald Hotels & Resorts). He has an exceptional range of commercial and people experience that supports the leadership development he can offer as an Executive Coach.

David completed an MBA in 2001 at Oxford Brookes University, specialising in hospitality and people management, and is a graduate of The Meyler Campbell Business School of Coaching, the leading Executive Coach training programme in the UK and credited by the Worldwide Association of Business Coaches.

As well as holding Non-Executive roles, David is also a trustee of the hospitality-based charity Room to Reward, recognising hidden heroes within the charity sector by rewarding them with hotel breaks. He has also been involved with the charity Daisy's Dream, supporting bereaved children and their families, for over twenty years.

For photograph and book cover, see links:

David Guile: [David Guile photograph to download](#)

Book Cover: [Potential book cover image to download](#)

More information can be found at www.davidguile.com.