

LONG BIO CHARLIE CURSON



I'm a strategic advisor, investor, facilitator and accredited leadership coach, founder of Mandarin, with 25+ years' experience helping 250+ organisations across 30+ industries. Partnering with global giants including VISA, McDonald's, Unilever, Experian, Volkswagen Group, L'Oréal and Barclays through to ambitious scale-ups and SMEs – helping to design and deliver bold growth strategies, transformation programmes and leadership development initiatives.

I've always been a tinkerer, obsessed with making things faster, better, smarter. At 11, I rebuilt a radio-control car a model-shop owner said could never be upgraded. I proved him wrong; he even paid for the parts! That curiosity and drive to challenge assumptions never left me.

After engineering and a top-tier consultancy, I found my calling in a small, world-class team in London helping organisations, of all shapes and sizes, design and deliver robust, ambitious strategies. Clients kept saying one of two things: "This new direction is amazing, but terrifying. Can you help?" or "Can you teach our team to think like this?" Fifteen years on, I've coached thousands of leaders globally to think and act more strategically, at work and in life, because the benefits of good strategic thinking shouldn't be locked in boardrooms and business schools. Everyone deserves access to these skills, mindsets and behaviours.

I'm a natural integrator of research and real-world application, blending cutting-edge theory with practical tools to support leaders, teams and organisations through uncertainty and change. I believe being strategic is not just a skillset—it's a mindset. I am someone who challenges assumptions and turns clarity into action. My work is about helping leaders and teams build strategic capability and turn positive intent into decisive action and real impact. I help leaders become more conscious, more creative and more effective—at work and in life. Whether I'm coaching, advising or facilitating, my goal is always the same: empower people to raise self-awareness, think strategically and act decisively with positive intent.

Author of *Be More Strategic: 12 Essential Practices to Build the Life and Career You Want*. Find out more, and [get your copy](#).

SHORT BIO CHARLIE CURSON



I'm a strategic advisor, investor, facilitator and accredited leadership coach—founder of Mandarin—with 25+ years helping 250+ organisations across 30+ industries. I've partnered with organisations including VISA, McDonald's, Unilever, Experian, Volkswagen Group, L'Oréal, Barclays and ambitious start-ups to deliver bold growth strategies, innovation and leadership development.

I'm a lifelong “tinkerer”, obsessed with making things faster, better, smarter, from as young as 11. It's that instinct to challenge assumptions and turn clarity into action, that drives my work today. After engineering and a top-tier consultancy, I found my calling helping leaders and teams navigate uncertainty, build strategic capability and turn clarity into decisive action.

Soon-to-be-published author of *Be More Strategic: 12 Essential Practices to Build the Life and Career You Want*. Join the waitlist for early access and an exclusive launch offer.

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MINI BIO CHARLIE CURSON



Founder of Mandarin. Strategic advisor, investor, facilitator and accredited leadership coach with 25+ years across 250+ organisations (including VISA, McDonald's, Unilever, Experian, Volkswagen Group, L'Oréal, Barclays). Lifelong "tinkerer" obsessed with making things faster, better, smarter, who challenges assumptions and turns clarity into action. I help leaders and teams build strategic capability and momentum.

Forthcoming author: *Be More Strategic: 12 Essential Practices to Build the Life and Career You Want*. Join the waitlist for early access.

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