

LONG BIO CHARLIE CURSON



I'm a strategic advisor, investor, facilitator and accredited leadership coach, and founder of Mandarin. For over 25 years, I've worked with more than 250 organisations across 30+ industries, partnering with global brands including VISA, McDonald's, Unilever, Experian, Volkswagen Group, L'Oréal and Barclays, as well as ambitious scale-ups and SMEs. My work sits at the intersection of strategy, leadership and performance - helping organisations design bold direction, build strategic capability, and turn positive intent into sustained impact.

My career began in engineering and continued through top-tier consulting, where I developed a deep appreciation for rigorous thinking, systems and execution. I later found my calling working in small, world-class teams helping organisations of all shapes and sizes navigate uncertainty, make better decisions, and move forward with more confidence and a clear strategy. A pattern started to emerge: leaders would say one of two things: *"This new direction makes good sense but it's terrifying. Can you help lead us through it?"* or *"Can you teach our team to think like this?"*

Those questions have shaped the last 15 years of my work. I've since coached and worked with thousands of leaders and teams globally to strengthen how they think, decide and lead – not just in the boardroom, but day to day. I believe strategic thinking is a human capability, not an elite discipline reserved for senior executives or business schools. When leaders at every level develop this capability, teams and organisations move faster, collaborate better, and perform more consistently under pressure.

I'm known for blending robust research with real-world application, integrating evidence-based models with practical tools leaders can actually use. At the heart of my work is a simple belief: being strategic is not just a skillset, it's a mindset. I challenge assumptions, create clarity, and help leaders translate insight into action. Whether coaching one-to-one, advising leadership teams, or facilitating large-scale events and programmes, my focus is always the same: building self-awareness, strengthening judgement, unlocking creativity, and enabling decisive action with positive intent.

I'm also the international best-selling author of *Be More Strategic: 12 Essential Practices to Build the Life and Career You Want*, which distils my approach into a practical framework for leaders who want to think more clearly, decide more confidently, and create impact at scale. I am a featured contributor to leading global publications including Forbes, Fast Company, Entrepreneur and People Management (CIPD) [Find out more and get your copy here](#)

SHORT BIO CHARLIE CURSON



I'm a strategic advisor, investor, facilitator and accredited leadership coach, and founder of Mandarin. With over 25 years' experience, I've worked with more than 250 organisations across 30+ industries – from global brands including VISA, McDonald's, Unilever, Experian, Volkswagen Group, L'Oréal and Barclays, to fast-growing scale-ups and SMEs.

My work focuses on helping leaders and teams navigate uncertainty, strengthen strategic thinking, and turn clarity into decisive action. With a background in engineering and top-tier consulting, I bring a structured, evidence-based approach, blending rigorous thinking with practical tools leaders can use in the real world.

I'm known for challenging assumptions, building strategic capability, and helping organisations move from good intent to real momentum. Whether coaching leaders one-to-one, advising leadership teams, or facilitating large-scale strategy and leadership workshops and programmes, my goal is always the same: to help people think better, lead more consciously, and create meaningful impact.

I'm the international best-selling author of *Be More Strategic: 12 Essential Practices to Build the Life and Career You Want* and am a featured contributor to leading global publications including Forbes, Fast Company, Entrepreneur and People Management (CIPD). [Find out more and get your copy here](#)

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Charlie Curson is the founder of Mandarin, a strategic advisor, investor, facilitator and accredited leadership coach. With 25+ years' experience across 250+ organisations – including VISA, McDonald's, Unilever, Experian, Volkswagen Group, L'Oréal and Barclays – he helps leaders and teams strengthen strategic thinking, make better decisions, and turn clarity into action.

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