Linus Murphy

Elite Executive Coaching

For Impactful Leadership



Become the Leader You Want to Follow

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MEET YOUR COACH

Leadership. Elevated.



Just as elite athletes benefit from professional coaching, so do leaders in any industry or field. A high-performing leader can do more to improve company culture than just about any other factor.

Linus Murphy is a highly experienced CEO and Elite Coach. He works with high-performing, unique individuals: top global CEOs, C-suite executives, sales teams and elite athletes, helping them become stronger, more effective, vibrant leaders and people.

Over 25 years as CEO in the technology and service sectors, Linus delivered an average of 45% growth annually, consistently outperforming the top 5 big tech global companies. He has coached and guided hundreds of people from over 20 countries to high levels of personal development, success and fulfilment.

25+
years as CEO

20+
countries coached

"If your vision is compelling and credible, your team will contribute with ideas to advance it."

— Linus Murphy

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THE EXECUTIVE COACHING PROCESS

Impactful Leadership

All coaching is uniquely tailored for each client and organisation.

1 **VISION**

Understand Coaching Process & Establish Vision & Goals

Build Rapport, Client's Vision, Individual Needs

2 **AWARENESS**

Leadership Coaching, How to Win on the Inside, A Leader's Character

Self Awareness, Team Awareness, Defining Blind Spots

3 **CHALLENGES**

Common Leadership Challenges and How to Overcome them

Common Leadership Blind Spots, Removal of Blind Spots, Casting Vision Successfully

4 **INFLUENCE**

How to Change and Develop Your Leadership Influence

Performance Gaps, Build a Change Roadmap, Momentum Creation

5 **IMPROVEMENT**

Ongoing Personalized Coaching Towards Improvement

Real Life Issues, Real Corporate Issues, Learning and Improving

6 **IMPACT**

Review & Engagement Leading to High Impact

Growth Opportunities, Leadership Effectiveness, Continuous Improvement

7 **RESULTS**

Improvement

Achieve, Measure, Monitor

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30 KEY FOCUS AREAS / 1 OF 3

Lead from within.

Leadership coaching is personalised to each individual's needs and goals. These 30 common focus areas encourage reflection and growth in your leadership journey.

Inside-Out Leadership

02 Self and team awareness

Explore habits, mindset and perspective; clarify roles, accountability and communication.

06 Leadership from the inside out

Develop transformational leadership through character, integrity and core leadership qualities.

07 Winning is an inside job

Influence your team daily through principles, practices and processes for leadership growth.

Blind Spots

03 Define leadership blind spots

Understand what leadership blind spots are—and why no leader can identify them alone.

04 Common leadership blind spots

Explore perspective, recognise insecure leaders and value the people you lead.

05 Remove leadership blind spots

Apply new understanding to improve your team, organisation and relationships.

Vision to Execution

01 Transfer vision effectively

Build team buy-in and embed leadership vision and values in your organisation.

10 The leadership landscape

Explore four pillars of leadership: Choices, Create, Convince, Cause.

12 Goal setting successfully

Set and execute short- and long-term goals within a growth mindset.

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30 KEY FOCUS AREAS / 2 OF 3

Move people forward.

Why Leaders Stall

08 Temptations of successful leaders

Recognise the pitfalls that cause successful leaders and organisations to stop growing.

09 Fatal flaws of leaders

Address insensitivity, broken trust and gaps in developing people, meeting goals and strategic thinking.

26 Leadership pitfalls

Recognise and avoid pitfalls that can damage your career, culture and organisation.

The Price of Leadership

11 The price tag of leadership

Understand the costs of leadership and success, and the demands of self-discipline.

20 Deal with discouragement

Build resilience, use effective practices and move forward without staying stuck.

27 Your personal development plan

Create a simple, sustainable and effective daily plan for yourself and your organisation.

Leading Change

13 Momentum breakers vs. makers

Understand what builds or destroys momentum and morale—and how to deal with momentum wreckers.

18 Creating change: a roadmap

Plan change in life, career or organisation through attitude, behaviour and performance.

19 Handle resistance

Navigate resistance to change within your team or across your organisation.

Getting Good People

14 Get good people around you

Develop the leadership skills to attract and retain top talent.

15 Players vs. pretenders

Distinguish players from pretenders in recruitment and internal promotion, and handle the issues.

29 Create loyalty in your organisation

Build loyalty within your team and deeper across your organisation.

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30 KEY FOCUS AREAS / 3 OF 3

Build lasting impact.

Winning Teams

16 **Core values of winning teams**

Strengthen team dynamics, support weaker players and build strategies for sustained success.

17 **Attitude: what difference does it make?**

Explore what attitude can and cannot do, across personality types and their challenges.

25 **Build high-performance teams**

Combine psychological and practical approaches to engagement, leadership and morale under pressure.

Trust Under Pressure

21 **Earning trust**

Build confidence through empowerment, integrity and an understanding of relationship risks.

22 **Have tough conversations**

Use a structure for leaning into difficult conversations, bad news and correction.

30 **Make tough decisions**

Use the right components to avoid major mistakes and serve with credibility and trust.

Feedback & Difficult Personalities

23 **Lead difficult personalities**

Develop the knowledge, skills and principles to lead challenging personalities.

24 **Give and receive praise and feedback**

Reward and celebrate actions rather than performance labels, and understand their effects.

28 **Why feedback may fail**

Learn what to do—and what to avoid—to make your feedback stick.

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WHERE AND HOW WE WORK

Convenient and Secure

Virtual coaching

Coaching sessions take place virtually by telephone or video conferencing directly to your home or work place.

Intensive, in person

Intensive In-person coaching over a series of consecutive days is an additional option when appropriate, in the beautiful and inspiring surroundings of Marbella, southern Spain.

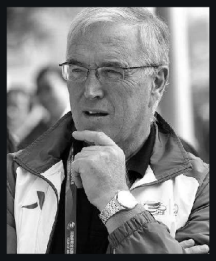
Absolute discretion

All coaching is treated with absolute discretion and confidentiality.

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TESTIMONIALS

In their own words.



"Linus is unbelievably talented at understanding human behaviour and showing us how to effectively apply it in life. No matter who you are and how successful, Linus has lots to offer you."

Pat McQuaid

President of UCI World Governing Body cycling and Member International Olymp ic Committee



"Linus is an inspirational leader, team builder and coach. He develops people in a supportive, uplifting way to grow businesses. Above that, he is an insightful expansionist, clear-thinking visionary."

Edward F. Brown

Chief Operating Officer, Rentokil Initial Group



"Linus is an extremely talented leader and coach, his passion, empathy and tour de force personality is mind blowing. He takes high performing individuals and unlocks their true potential. Work with him if you can, it's worth every minute."

Lars Esholdt

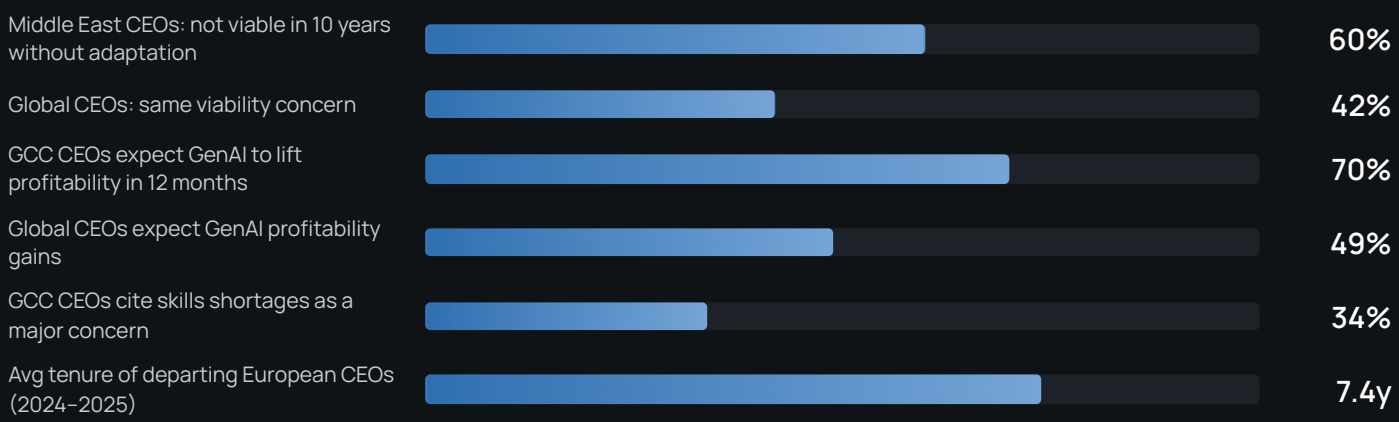
CEO Esholdt Executive Search and Author

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WHAT BOARDS AND C-SUITE FACE NOW

Pressure points, by the numbers.

Independent survey findings for European and Middle Eastern leadership teams. External research — not Linus Murphy client results.





Ten coaching themes map onto these pressures: reinvention under short tenure, change roadmaps, talent loyalty, trust under pressure, and decisions that hold.

- Inside-Out Leadership
- Vision to Execution
- The Price of Leadership
- Getting Good People
- Trust Under Pressure
- Blind Spots
- Why Leaders Stall
- Leading Change
- Winning Teams
- Feedback & Difficult Personalities

Sources: PwC 28th Annual Global CEO Survey / Middle East findings (2025) · pwc.com/m1/.../28th-ceo-survey-middle-east-findings-2025.html · pwc.com/gx/.../ceo-survey-2025.html · Spencer Stuart CEO Transitions in Europe 2024 & 2025 · spencerstuart.com. Theme map = Linus Murphy focus-area grouping. More: why these 30 focus areas matter.

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FOR BOARDS AND C-SUITE · EUROPE & THE MIDDLE EAST

Where coaching lands.

From the same 30 focus areas — prioritised for chairs, CEOs and C-suite teams navigating succession, reinvention, talent and trust.

MIDDLE EAST / GCC

UAE, Saudi Arabia, Qatar, Kuwait, Bahrain, Oman · CEO, Chair, MD, Group CEO and C-level · Vision 2030, family businesses, bilingual first contact

EUROPE

Boards and C-suite under shorter CEO tenure, succession planning, change programmes and multicultural teams

18

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Also high-fit: 30 Make tough decisions · 08 Temptations of successful leaders · executive coaching · team coaching · contact

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YOUR NEXT CHAPTER

Let's talk

Become the Leader You Want to Follow

linusmurphy.com ↗

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Contact ↗

linus@linusmurphy.com ↗

Book a conversation ↗

Scan to book
30 minutes

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ABOUT LINUS

A partner for the long game.



Linus Murphy is an elite executive coach and former CEO with over 25 years leading in technology and services, delivering an average of 45% annual growth. He has coached leaders across more than 20 countries — from global CEOs and C-suite teams to elite athletes — with absolute discretion.

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