Linus Murphy

ELITE EXECUTIVE COACHING FOR IMPACTFUL LEADERSHIP

30 key focus areas for senior leaders

Become the leader you want to follow

What got you here won't get you there.

10	30	7
themes	focus areas	step process



EUROPE AND THE MIDDLE EAST, 2024–2026

What boards and the C-suite face now

SUCCESSION

45%

of directors fear no internal CEO candidate will be ready

Spencer Stuart, Director Pulse Survey: CEO Succession 2024

TRANSFORMATION

64%

of GCC CEOs say they must adapt within 10 years to stay viable

PwC, 28th CEO Survey: Middle East findings, 2025

AI-ERA LEADERSHIP

56%

of CEOs have seen neither revenue nor cost gains from AI yet

PwC, 29th Global CEO Survey, 2026

TRUST UNDER PRESSURE

66%

of CEOs faced stakeholder trust concerns in the past year

PwC, 29th Global CEO Survey, 2026

LEADERSHIP READINESS

27%

of CEOs believe their leadership teams can anticipate disruption

PwC, 29th Global CEO Survey, 2026

ADAPTABILITY

92%

of CEOs say they must build unprecedented adaptability

Egon Zehnder, The CEO Response 2025

A QUICK DIAGNOSTIC

Is your leadership team stalling?

IF YOU SEE THIS…	…START HERE	
Strategy is agreed but never fully executed	Vision to execution	03
Growth has flattened after years of success	Why leaders stall	04
The same problems keep coming back	Blind spots	02
Change meets quiet resistance	Leading change	06
Good people leave, or stop stretching	Getting good people	07
Hard conversations keep being postponed	Trust under pressure	09

THE FRAMEWORK

10 themes. 30 focus areas.

Each theme holds three focus areas, tailored to you and your organisation.

Why these 30 matter →



KEY FOCUS AREAS · THEMES 01 AND 02

Lead from within

01

Inside-out leadership

Personal development coaching →

02
Self and team awareness

06
Leadership from the inside out

07
Winning is an inside job

02

Blind spots

Executive coaching →

03
Define leadership blind spots

04
Common leadership blind spots

05
Remove leadership blind spots

KEY FOCUS AREAS · THEMES 03 AND 04

From vision to momentum

03

Vision to execution

Executive leadership coaching →



01

Transfer vision effectively



10

The leadership landscape



12

Goal setting successfully

04

Why leaders stall

Executive coaching →



08

Temptations of successful leaders



09

Fatal flaws of leaders



26

Leadership pitfalls

KEY FOCUS AREAS · THEMES 05 AND 06

Carry the weight, lead the change

05
The price of leadership

Personal development coaching →


11
The price tag of leadership


20
Deal with discouragement


27
Your personal development plan

06
Leading change

Business coaching →


13
Momentum breakers vs. makers


18
Creating change: a roadmap


19
Handle resistance

KEY FOCUS AREAS · THEMES 07 AND 08

Build the team that wins

07
Getting good people

Executive team coaching →



14

Get good people around you



15

Players vs. pretenders



29

Create loyalty in your organisation

08
Winning teams

Executive team coaching →



16

Core values of winning teams



17

Attitude: what difference does it make?



25

Build high-performance teams

KEY FOCUS AREAS · THEMES 09 AND 10

Trust when it counts

09

Trust under pressure

Executive leadership coaching →



21

Earning trust



22

Have tough conversations



30

Make tough decisions

10

Feedback and difficult personalities

Executive team coaching →



23

Lead difficult personalities



24

Give and receive praise and feedback

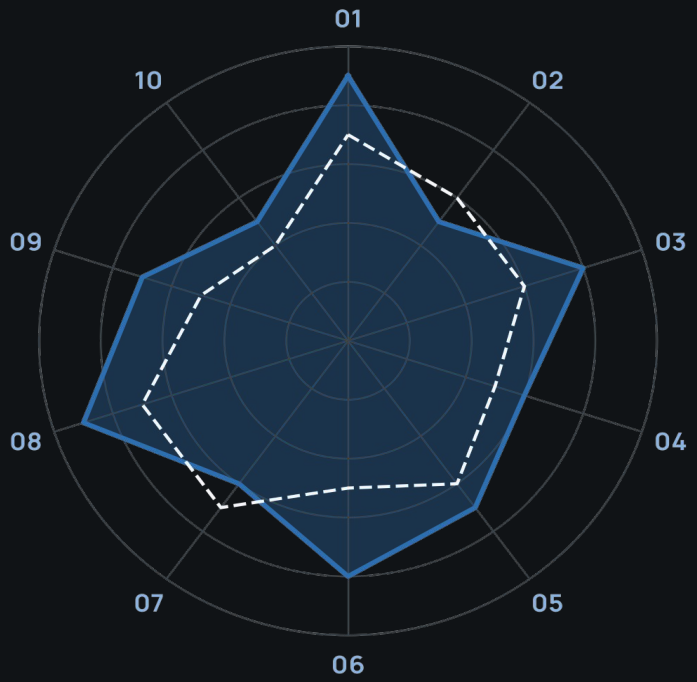


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Why feedback may fail

SELF-ASSESSMENT

Where do you stand?



How you rate yourself

How your team rates you

Illustrative example

1. Score yourself 1–5 on each of the 10 themes.
2. Ask your team to score you too.
3. The gaps between the two lines are your blind spots.

Numbers on the chart match the 10 themes, 01 to 10.

WHERE TO START

Four places leadership gets tested

HORIZON
now → long term

Personal foundations

LONG TERM · YOURSELF

- Inside-out leadership
- Why leaders stall

Organisational legacy

LONG TERM · YOUR PEOPLE

- Vision to execution
- Getting good people
- Winning teams

Personal reset

NOW · YOURSELF

- Blind spots
- The price of leadership

Team performance

NOW · YOUR PEOPLE

- Leading change
- Trust under pressure
- Feedback and difficult personalities

FOCUS: YOURSELF → YOUR PEOPLE

YOUR COACH

Results, not theory

25+

years as a CEO in technology and service sectors

45%

average annual growth as CEO

20+

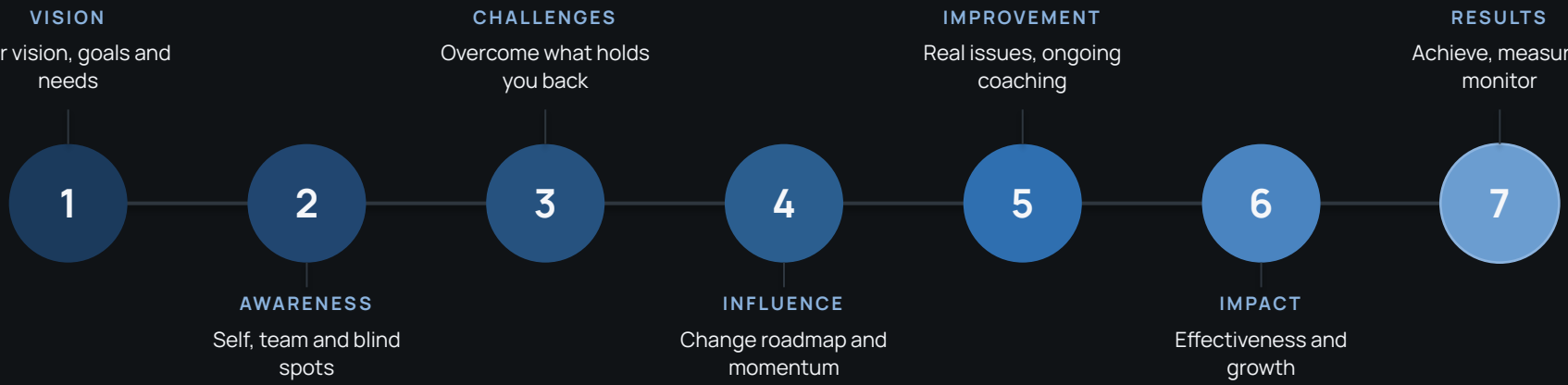
countries; hundreds of people coached

TRUSTED BY

- Top global CEOs
- C-suite executives
- Sales teams
- Elite athletes

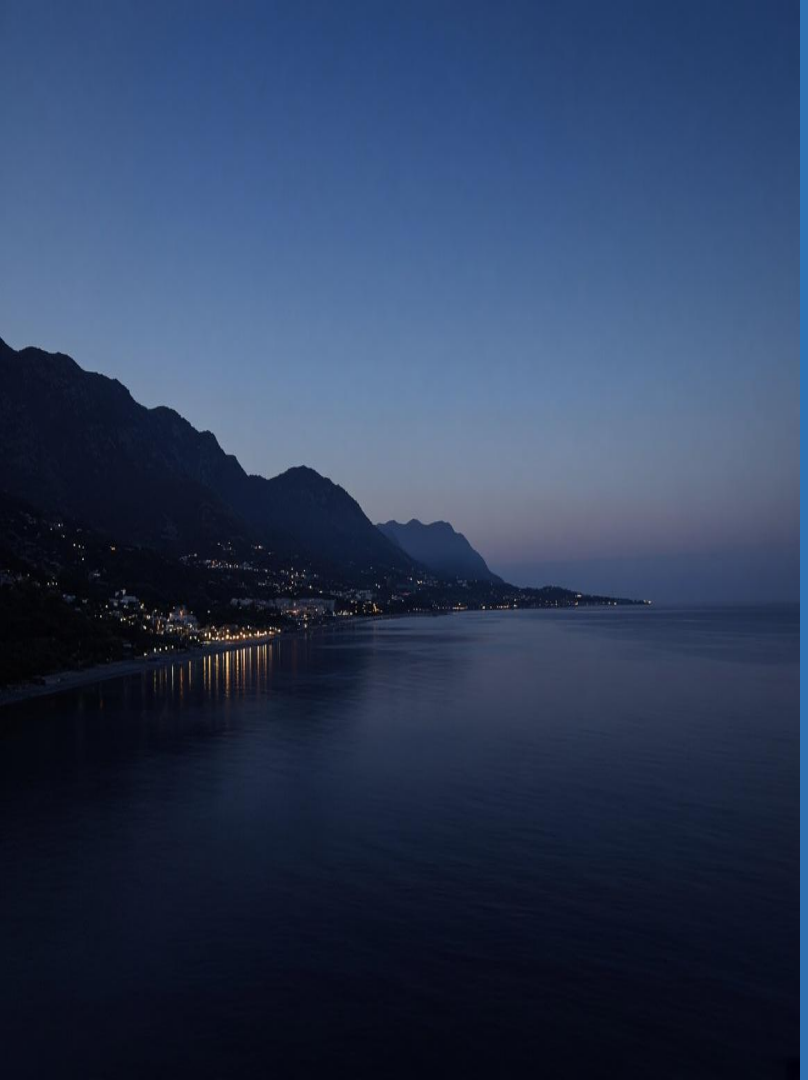
THE EXECUTIVE COACHING PROCESS

Seven steps to impactful leadership



See the 7-step process →

Every programme is tailored to the client and organisation.



Linus Murphy

WHERE AND HOW WE WORK

Wherever you lead

Virtual coaching

By video or phone, from home or office.

In-person intensives

Consecutive days in Marbella, southern Spain.

Fully confidential

Absolute discretion, every session.

Executive coaching →

Contact →

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 Olympic 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

MEET LINUS



Linus Murphy
Elite executive coach

Become the leader you want to follow

> “If your vision is compelling and credible, your team will contribute with ideas to advance it.”
>
> — Linus Murphy

Linus spent more than 25 years as a CEO in the technology and service sectors, averaging 45% annual growth. Today he coaches top global CEOs, C-suite executives, sales teams and elite athletes, and has worked with hundreds of people from more than 20 countries. Coaching is virtual, with in-person intensives in Marbella, and always confidential.

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Book a 30-minute call

Let’s talk

Scan to book a confidential conversation

Book a call →

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