

Noj (Jonathan) Hinkins
Consultant Partner
UK



Noj has extensive global, corporate experience working with leaders at all levels across 5 continents. His commercial experience began with PepsiCo, Frito Lay and Tropicana, where he spent a decade leading clients and teams to commercial success across the UK & APAC. His transformation of a failing national team of 100 people earned him a business award.

Since then he has spent over a decade enabling clients to do the same, usually at director level and above. His client experience includes Accenture, Barclays, Cisco, McQuarie, Nielsen, Oracle, Philips, Reed Elsevier, Schroder's, Symantec, Tate & Lyle and Visa Inc. He also has experience in the NFP sector working with Governments (Australia, UK & Tanzania), Oxfam and Schools to develop their leaders.

A relentless focus on practical application has led to Noj capturing hundreds of real-world success stories totalling over £20 million of organisational benefit across these clients and more. Clients and individuals who work with Noj consistently seek him out for future assignments and advocate him to others as the quotes below demonstrate.

Noj's talent lies in transforming people's ability to lead and motivate people. He does this through deepening awareness of behavioural drivers in self and others and highlighting the different values, skills and time demands essential for the client's position on the Leadership Pipeline. As a result people are able to view situations more clearly and make different leadership choices that inspire people to put in discretionary effort. This helps leaders to achieve long-term, sustainable success.

Noj is a versatile leadership expert who is equally effective coaching 1-to-1, leading large conferences or facilitating leadership-training workshops. His brand is challenging and pragmatic, his style is engaging. With extensive knowledge of Leadership models and tools, he shares frameworks that enable people to make accurate situational assessment and increase their impact. The result is an increase in personal effectiveness, enabling people at all levels of the organisation to deliver to their true potential and deliver better results.