



Biography

ALAN FAIRWEATHER
THE MOTIVATION DOCTOR

Background History

Alan, The Motivation Doctor, has for the past seventeen years been developing the talents of Managers, Sales and Customer Service staff and turning them into consistent top performers.

After a successful fifteen year career as a Manager he founded his business in 1993 and works with people and organisations; speaking and running training programmes in the UK, Singapore, Indonesia and Vietnam.

He specialises in how to motivate people at work so that they deliver business results.

Early Career

Alan served an apprenticeship and worked as mechanical engineer with Barr & Stroud, Glasgow

His sales career started with Russell Hobbs, electrical appliances, and he went on to work with:

Eutectic Welding – Technical Salesman

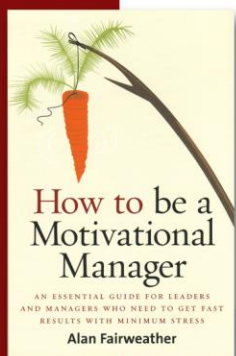
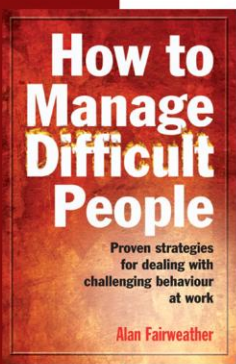
Loctite UK – Sales Engineer and Area Manager

Holt Lloyd – Regional Sales Manager

George Boyd – Sales Manager

Alloa Brewery/Carlsberg Tetley – Sales Operations and Sales Training Manager

A total of twenty-three years was spent in sales and management.



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Books

Alan is the author of two books:

'How to be a Motivational Manager'

This book is a down-to-earth guide for Managers and Team Leaders. It reveals how to motivate your team, get results and do it in the easiest, least stressful way possible.

'How to Manage Difficult People'

This book shows you how to identify and understand awkward and challenging behaviour and how to manage them.

Seminars and Workshops:

Alan's seminars and workshops are based around:

Sales, Customer Service, Leadership, Management and Managing Difficult People.

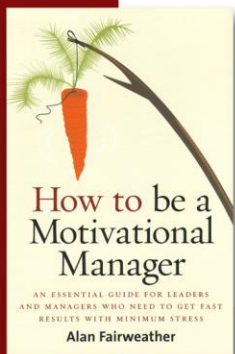
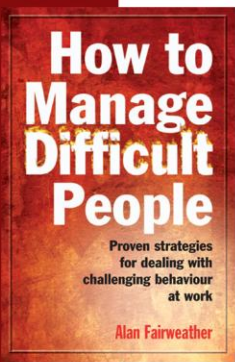
They are designed to meet the needs of the client's business and the needs of the participants.

The emphasis on any seminar or workshop is to develop the skills of the participants leading to **more customers and more sales!**

Areas of Expertise

Alan did the job of a middle manager – and did it effectively for fifteen years. He knows the real challenges that managers and team leaders face every day with their people.

He's used the '3 Secrets of Motivation' he speaks about in his seminars, they worked for him and they will work for managers in any organisation.



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Areas of Expertise cont

Alan's strengths as a Speaker and Seminar Leader lie in his depth of knowledge across business sectors coupled with energy, enthusiasm and sensitivity to participant needs. He is also conscious of the need to satisfy the client organisation's business objectives.

Keynote Speeches

Daily Record and Sunday Mail Sales Conference (Trinity Mirror)

The Builders Merchants Federation Annual Conference (Three occasions)

Spiers Gumley Property Management (Two occasions)

Hospitality Industry Trust (Lunch)

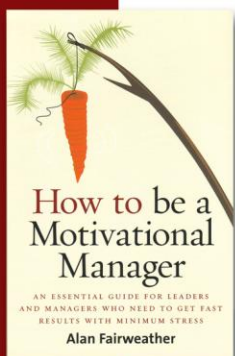
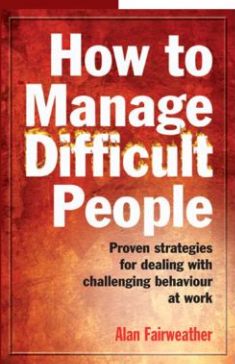
The Association of Charity Shops (Scottish Conference)

Scottish Motor Trade Association (Annual Dinner)

Midlothian Enterprise Trust (Annual Conference)

British Heart Foundation (National Conference)

And many more!



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Training Workshops

The Scotch Whisky Experience (Aspiring to be a Better Leader)

Alliance & Leicester (Management and Customer Service)

Giro Bank (Management and Customer Service)

British Telecom (Management and Customer Service)

Tyco Healthcare (Sales)

Deutsche Bank, Vietnam (How to Manage Difficult Clients)

Windsor Plaza Hotel, Vietnam (How to Build Highly Motivated Teams)

Solvay Pharmaceuticals, Vietnam (How Managers Build a Motivated Team)

Sykes Europe (Management)

Sky TV (Team Leadership)

And many others!

Open Seminars in Singapore and Indonesia and Vietnam

Phillips Electronics

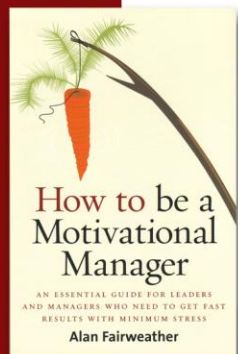
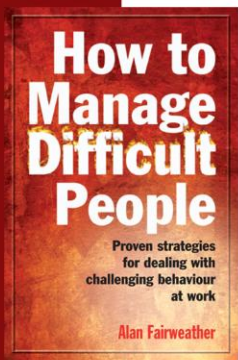
Epson Singapore

Prudential Life Insurance

Lippo Bank

Permata Bank

Bank Mandiri



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Other Credentials

Member – **Professional Speakers Association of Europe**

Diploma in Management – **Open University Business School**

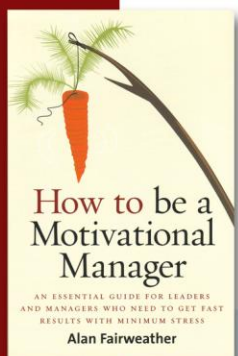
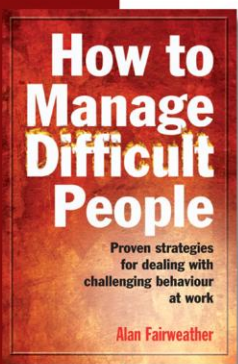
Diploma in Psychotherapy and Hypnotherapy – **Centre School**

Alan is a regular article contributor to several business magazines and newspapers, including the **Straits Times in Singapore**

Personal

Divorced with no children.

Enjoys keeping fit and travelling.



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