



Murray Grimston

FOUNDER / DIRECTOR

Murray has had an extensive executive career in Sales and Distribution / Channel Management working for global brands like NEC, Ericsson, Motorola, Qualcomm, and Telstra. Murray also successfully built and ran his own organization transformation business, before launching Culture Now. He has successfully completed circa 450 [and growing] workshops, training, coaching and consulting programs to over 100 organisations across 40 + different industries in complex operational environments.

360 FEEDBACK

Murray is comfortable communicating at all levels. I can trust Murray to pivot effectively between strategy and operations.

Patient and attentive Facilitator. I felt I could explore / extend my thinking in a safe space.

I love being coached by Murray his unconditional belief in my potential constantly extends my limits.

Excellent public speaker who manages to simplify complex messages and deliver them in an engaging way.

Always wants to help apply what is being taught. The use of real-world situations gave me the confidence to apply what I am learning.

Murray always delivers above and beyond the brief. His work pays back in spades.

Key skills

Leveraging his demonstrated track record in Sales Leadership, Murray is an expert communicator, facilitator and change agent. His personable communication style puts others instantly at ease and enables a coaching environment that taps into the potential of any situation, or client. This combined with a curious mindset and strong active listening ability opens doors to change, encouraging others to think and act differently. An adept facilitator Murray draws attention to the underlying value of process and common language and inspires confidence in the use of methods /tools to shift perspective.

Specialties

Demonstrated track record in Facilitation, Coaching, Customer and Key Stakeholder Management. Proven ability to easily navigate complex work environments to drive lasting and positive change.

Key Training

Grad, Dip Business Administration,

Leadership: Brene Brown – Dare to Lead trained

Group: Belbin Team Dynamics, Myers Briggs Training Instrument, Extended Disc

Individual: Miller Heiman/Korn Ferry suite of Customer and Channel relationship planning – Master Trainer, Training cert IV

Examples of projects delivered

Client Transformation

Motorola. Led the Sales transformation of Motorola APAC – over 100 frontline, Leaders and Execs, using the Sales Way methodology.

Ventia/Thiess/Visionstream. Trained over 100-150 frontline managers & executives in Complex Sales Opportunity pursuits, delivering significant upturn in close rates.

NAB. Trained over 1000 bankers in Customer focused strategies supporting their Customer Innovation Strategy [CIS].

Scale for Growth

Doubled close rates on sales contracts across multiple divisions in a \$B company by transforming the sales culture.

Complex stakeholder negotiations

Coached the leader of an organization to negotiate and secure a multi-million dollar Outsourced/Field Services contract, replacing an incumbent in the Telecommunications industry.

Culture Now is a company dedicated to unlocking the performance and mental well being of organisations by transforming company culture.