

Surrey

NEW LIFESTYLE COACH OF THE YEAR

Max Wilson



Max Wilson is a former barrister and university lecturer turned ICF Accredited self-leadership coach and facilitator, dedicated to helping high-achieving men thrive without compromising their wellbeing. Based in Guildford and working nationally and internationally, he combines personal insight with professional expertise through his practice, Max Wilson Coaching. Drawing on his experience in high-pressure industries, Max supports men individually and within organisations through one-to-one coaching, leadership programmes and group initiatives. His three-level framework of self-leadership (external, mindset and core) equips clients with evidence-based tools and strategies to live with more joy, purpose and balance.

The judges were particularly impressed by his signature programme, 'The Sovereign Self', which is a six-month group coaching journey designed to deliver lasting transformation in mindset, wellbeing and performance. They praised Max for his calm, approachable and inclusive style – offering a refreshing alternative to the traditional 'drill sergeant' and 'alpha-male' approaches to men's coaching. The judges also commended the impact of his work on clients, highlighting that it is consistently described as "life-changing" in enabling individuals to gain clarity, balance and a renewed sense of purpose in both their personal and professional lives.



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