

# What they say

## Tameem Auchi, COO of GMM

His coaching and team building abilities are second to none. What makes him unique is that he has to believe in the project. He looks for hungry people, who don't have to be pushed all the time. He prescribes personal responsibility, and wants to work with individuals and teams that believe in this philosophy. Otherwise, he loses interest. He's able to coach at all levels of experience, and from whatever background because he gets to the core of what you are saying and what you want to do. He then holds you to account based on what you've said you'll do. And on top of that, he tracks and measures your results. His humour certainly helps relieve any heaviness, and he has common sense in abundance.

## Steph Thommen, Head of Operations for Quiqup

Moe is a visionary who will transform you and your organisation by taking you on a journey of appreciation and self-exploration. An entrepreneur at heart, he understands that business is all about people and that enabling others is the fastest way to success. A talented coach with a passion for people, he supports personal growth exposing people to new perspectives that challenges preconceptions. Through appreciative enquiries, Moe helps those around him to uncover deep seated limitations and enables them to move beyond those barriers. Endlessly curious, he questions the world around him to challenge the status quo and he is never afraid to ask the difficult questions everyone else is avoiding. He guides people around him by framing, and reframing problems and encouraging them to experiment until what once was a big bad wolf becomes a good story told around the fire. I'm honoured to know Moe and I can gladly recommend him to any organisation, especially those keen on solving motivation and engagement issues.

## Mike Jackson, Executive Coach at Hewlett Packard

Moe is the kind of guy you can sit down to thinking, "I got nothing to say" and three hours later you are still talking and explaining; and then you want to discuss it further but you can't because you both have to go and do something else! He is the sort of guy that asks you a question and then a bit later suggests that you write down what you think about it and how you feel and you spend the next couple of weeks digging around in it. I found myself pulling out stuff from way back and then re-framing it and looking at it from a different perspective. I think we all need to be able to do that and Moe is the guy for it. He has an easy to get along with style and is capable of stopping you in your tracks by asking very poignant questions as well as being able to make you laugh at yourself or something you have done or observed. He is an unconventional conversationalist with an easy style and is capable of inciting deep thinking and self learning. I thoroughly recommend that you speak with Moe, find out about yourself and really challenge your way of thinking.

## Mat Hayes, Agile Coach at Royal Bank of Scotland

What struck me most was Moe's amazing attitude. He always wanted to know 'Why?' His whole life was packed with examples of him going that extra mile to answer his questions. He explained the easiest way to do this was to help people in whatever capacity he could and just get involved. As we talked he helped me realise how many opportunities I had. Even in the darkest of places. As I reflected on difficult times or people I'd struggled with, it dawned on me. There was so much more I could do. I saw that changing the way I show up could make a huge difference. He appeared in my life, at a perfect time to help me see that I create my own success. I am the only one who can make me feel defeated. With a slight change in thought process, anything is possible. Since then, change has been occurring daily. Opportunities seem to arrive in abundance.. actually, it seems now they always did, its just I'm in a better place to expect and accept them. I appreciated Moe's kindness and I fully intend to pay it forward.

## Marc Hammoud, Programme Director at the NHS

Moe is a shaker strategist. On a board, when everyone else is nodding yeah yeah... he is the one who has the guts to question anything that is not clear enough. He has the courage to stop you and ask challenging questions, no matter who you are. He is honest and if your idea does not make sense, his questions will help you understand. His wide experience shines through his questions. Moe is a dedicated professional of team building. He is able to integrate a team quickly, showing flexibility and receptiveness to alternative ways of working. He drives the team as an expert to align everyone with the organisation's objectives. He does facilitate progress through his regular review and control of progress achieved against the plan and the objectives. His capacity to explain his views is exceptional and I recommend him to any organisation.

## Tony Koutsoumbos, Founder at the Great Debaters Club

Moe helped me clarify the purpose and mission of my own social enterprise. Since then, I have been able to craft a long term plan for my business, which is now generating enough revenue for me to work on it full time, and define my value proposition for my customers. What struck me most about Moe was that his condition for working with me was not about getting paid, but believing in what I was doing and my ability to deliver it. This is how you know you are going to get value from him. You can offer Moe the world, but if he doesn't think he can help you, he will turn you down. If he can help you, he will give you his best and you will get results.

## Andrina Linnell, Head of Advocacy at Body & Soul

Moe's world, or philosophy is to challenge our knowledge about how we perceive the world, our position in it and our ability to change our views and circumstances thereafter. It's mind-blowing. Not only the very challenging style in which it is delivered but also the effect it has on everyone. He has a brilliant understanding of how to build trusting relationships, and is a great facilitator in encouraging activities that open our minds and which have long-lasting effects. The philosophy itself changes the way you view the world and your role within it. No facts are offered, just paths on how to challenge and grow, to trust your self and your attitude, and which opens you up to a new mindset. I highly recommend working with Moe in any business or programme, and with any age group.

## Sarah Callan, General Manager at 42 Acres

From my first experience of Moe I was invited to think about things/life/ myself from a different perspective and that gift of awareness changed my life for the better. I can thank a few key people over the last few years for some major personal growth and Moe is one of them; I am a more confident person and have a bigger toolkit for exploring how I want to tackle any given situation. His is heart is clearly directed towards empowering people to grow and expand into who they want to be and can be. He reminds you to ask questions, seek more information, to not be consumed by lack of awareness or confusion. With the insight you gather you're able to make solid decisions that you can stand by, believe in, and people around you can support. All of this is what enables a person, a community, an organisation to grow, expand and be resilient. Thanks Moe.

## Olivia Flattery, Director at the HR Dept

Moe has helped me exponentially by asking me the RIGHT questions which helped me to see things from a different perspective. In business it is imperative to have that sounding board to move you out of your comfort zone; help you to structure your thought process and gain confidence in your abilities. Moe is that sounding board for me. He's got great experience, a fabulous sense of humour, and is able to structure conversations in such an engaging manner.

## Temi Kamson, CEO at GT Scholars

Moe has a wealth of knowledge when it comes to entrepreneurship, marketing and leadership. Over the past few years, Moe has run a number of impactful workshops for GT Scholars, particularly workshops helping young people improve their business skills. Conversations with Moe are always enlightening and insightful. He's brilliant at generating new ideas, solutions and engaging with people to create new partnerships. Moe is also great at coaching and always able to get to the heart of the matter. I recall one particular conversation with Moe in 2015 which had a huge impact on my approach to work-life balance and another in 2018, where Moe ran a Decision making workshop which had a profound impact on my approach to leadership. I would highly recommend working with Moe.

The energy, care and dedication Moe has for his clients is incomparable. Moe has collected a wealth of different experiences and knowledge as a Coach and he keeps on challenging himself and others to get to the next level. His humor together with his working ethics and insights give that special combination of someone who makes you move forward quickly while having fun!

**Eleni Sarantinou**

Moe is a pleasure to work with and plays a pivotal role in helping our start-ups succeed. He has the ability to ask the right questions to guide our start-ups in the right direction. He can take a business from the idea phase to successfully operational. His business experience and ability to understand what start-ups are facing makes him the ideal candidate to place with an entrepreneur looking to start and scale their business successfully.

**Karlee Eastham**

The best thing about Moe isn't that he delivers on the promises he makes at the outset, its how he does it. Moe took me on a journey that challenged me as much as he asked me to challenge back; it wasn't just about a leap of faith it was about identifying what was true. In doing so he has not only given me a much clearer perspective of my own decision making but that of those around me.

**Alex Grant**

Moe is a very good listener and knows how to get the best out of his clients. He has the ability to see the inner potential of his client and motivates them to think outside the box and try their level best. Moe has been a pleasure to work with. Working with Moe has enabled me to see every problem through a different angle. I would definatley recommend Moe as a business mentor.

**Nazia Nasreen**

Moe has an extremely innate way of working with people, of asking the right questions in the right way that explore your innermost workings as a human being, and is relaxed, personable and a joy to be around, meaning that I was immediately enthralled at the first session. He has worked individually with me and with my organisation, providing incredible insight into us working alone, together and with clients and has allowed us to see the possibilities that can be achieved outside of our day to day frustrations.

**Jenna Soame**

Moe is an exceptional and inspiring leader who is incredibly driven. He taught me a huge amount about myself, my team, and my business. He understands work ethic, and how to design and implement systems. He is second to none at bringing structure into an organisation, and left us in a far better position than he found us in. His fun and humour made him a pleasure to be around.

**Seth Tabatznik**

Moe is a warm and sociable person with a wealth of knowledge and experience. After our first meeting he managed to clearly point out a key potential hurdle to moving forward. Moe has a great attitude and brings a fantastic range of attributes to the table. I feel like I have much more focus and as Moe calls it a '3rd eye' looking over the business.

**Paul White**

Moe is an excellent facilitator and takes you through his extremely insightful concepts with style, humour and huge knowledge and understanding of the human mind. This is not a workshop for the faint hearted and requires full cooperation and buy-in from the attendees. Because this is demanded, and Moe's comfortable facilitation allows it, I found the workshop very effective and am using the concepts to inform and improve my day to day life.

**Justine Simone**

It has been a pleasure to work with Moe over the past few months. Moe is adept at uncovering deep-rooted, unconscious patterns and motivations. With this newfound knowledge of self and thorough guidance from Moe, you're able to reframe your motivations to not only yield constructive results, but enhance your wellbeing.

**Courtney E Edwards**

Moe has helped me personally and also my business massively. He's able to simplify things in such a way that you realise how much you really know deep down, and how how experience you actually have. Along with that he's a great guy who I love hanging out with.

**Michael Dickenson**

Moe is the kind of person that powerfully influences his partners and clients towards a far more positively living. One of his virtues, as a mentor and coach, is the provided guidance to involved people, in order to help them realize and embrace their own potentials, ultimately lead them to transforming their lives into a healthy and inspired environment.

**Christina Spyropoulou**

## Elaine Thomas, Head of Programmes at 2nd Chance

Moe engages the disengaged, brings life to those who lack hope and shines a light on the 'dark'; allowing everybody to see their potential. He has been generous with his time and the sharing of essential personal development tools; to both staff and the young people we work with. Moe is genuine, passionate, knowledgeable, professional, solution focused and humble. With capabilities to think far beyond most people's reach, both the young people on the programme and staff want to be mentored by him. If it's high impact personal development you want...Moe is your man!

## Niall McKeever, Founder at the Weekend University

Since starting my company in late 2017, I've had several coaching and mentoring sessions with Moe. Being an early stage Founder is challenging, and one of the main things I was struggling with at the time was clarity. There are so many potential courses of action to choose from, that it can be overwhelming! Moe's approach to coaching really helped with this. The sessions helped me uncover my values, get clearer on the direction I wanted to take my company, and also instilled a sense of confidence in me, that I felt was previously lacking. If you're working with Moe, be prepared to 'go deep', be challenged, and emerge with a different perspective than you had when you walked in the door.

## Liam Quinn, Director at Richmond Events

Working for, and with, Moe has been a real pleasure from start to finish. He has a rare ability to get the very best contribution from everyone in the team. He is always inquisitive and questioning to ensure the very best result. At the same time, he coaches and mentors people to help them grow and develop towards their potential. Even though I was consulting for Moe, he also helped me build my own skills and I am the better for the time we spent together. If you have the opportunity to work with Moe, I would strongly recommend you grasp it with both hands!

## Pati Skurzak, Coach & Facilitator

Moe is an exceptional individual, full of charisma, endless energy and a serious depth of thinking. It's been both inspiring and challenging to work with Moe. He has a very unique leadership style, grounded in strong principles of curiosity, authenticity, creativity and courage. His ability to support others in owning their personal responsibility while leveraging the power of true collaboration in a group is impressive. Moe knows how to ask powerful questions, challenge the status quo and evoke new ways of thinking with passion, clarity and direction. One can learn a lot from his organisation and facilitation skills. He is a great mentor, challenger and thinker.

## Suzanna Jones, Cofounder at Saraphi House

Moe is a thought-provoking and inspiring leader who is full of energy and leads by example. He is a creative, out-of-the-box thinker and has an authentic way to connect with people and to curate connections between people. He is brilliant at joining the dots and making things happen, with urgency and precision. Moe speaks up for what he believes in, and has a unique ability to challenge the norm by asking questions that make you reflect on your own thoughts and beliefs. Moe is a great mentor, coach and innovator who questions everything and will make you do the same!

## Furat Samarai, Translator at New York University

My experience working with Moe came about as part of discussions exploring opportunities for joint ventures. Having witnessed him in vivo as it were, it became apparent that this was a professional in his element. His enthusiasm and positive attitude were obviously the ingredient that brought all his other skills together and made him successful. I came away determined to achieve a new career goal: I wanted to derive as much pleasure as he did from doing what he did best.

## Hannah Steenbergen, Farm Manager at 42 Acres

Moe is a strong leader who works tirelessly to develop and shape a positive path forwards. The amount of energy and enthusiasm he brings is astounding. What I appreciated most about working with him was his honesty and transparency. He also has the valuable ability to really listen to a team and make sure that every voice is heard and everyone's opinion is valued. Moe thrives when facilitating a group of people and helps people to see things differently, to be self reflective, to confront fears and to become better versions of themselves. He works with the principle of "How we do anything is how we do everything", which he set an example of and encouraged our team to have integrity in all our actions and consider all details as important. I learnt a lot by working with Moe and am grateful to him for this.

## Tasha Elena Stevens, Product Manager at 42 Acres

The difference in my skill level today in respect to how to navigate meetings, work effectively as part of a team and express myself is vastly improved having worked with Moe, and these are now skills I have for life. Moe is highly assertive and capable of strong leadership and takes a consultative approach. Some of his methods can be uncomfortable for some, however he does have a skill in holding up mirrors and not skirting around issues. He is also a people person and supports his team to grow. Most importantly he supports all the individuals to learn how to take personal responsibility. I would recommend Moe's support with any business, project or team building.

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## Mark Guymer, Director at Colouder

I was introduced to Moe and the 'One Page Plan'. I signed up with the understanding that it would allow me to explore what values were important to me to help guide my decision making. It appealed to me as it was a very clear program, supported by an experienced coach that would be completed in only 12 hours.

It has been a great experience and provided a valuable framework to help guide me with decision making and the challenges that I have faced. The plan itself was very logical and easy to grasp as a concept that would be valuable and supported by Moe I found the working sessions highly engaging, positively challenging and importantly after every session I felt I had a valuable output that I could use.

This is the first time I have embarked on a course of this nature and I honestly wished I had done this sooner. It has really helped me organise my thoughts and understand things that are important to me to help me make better decisions in my work and life generally. I can highly recommend this to anyone wanting to better understand where they want to go and how they can get there.

## Ammar Durra, International Affairs Expert at the UN

Moe is indeed a thought-provoking individual, who's full of charisma and energy. He thinks out-of-the-box and connects with people easily. Moe says what he believes in, and has strong opinions. He is very perceptive with an eye for reading people. Moe is a great coach and innovator, he is skilfully able to inspire change in people. He is a lot of fun too.

## Andy Chaleff, Author & Speaker

Moe is a special mix of big thinker and team builder. Fun to work with and full of bright ideas. He has insight and sensitivity. I can recommend him as a person that you'd like to have a beer with and get business done.

Individually, he enters your world by listening first, and then by challenging what you say - working your mind and driving you to your limits. He wants to see where the pain starts with each person. Where the real motivation is.

**Fred V.**

Fantastic workshop. Really powerful. Left with a clear and strong message

**Hannah D.**

It was a really helpful workshop and Moe is very good at imparting his knowledge, paying attention to individuals and dealing with questions from them. I am really glad to have attended this workshop.

**Arun A.**

Great workshop, thanks. Very different to any I have done before, with a good mix of theory and interaction.

**Catherine H.**

In our first session, he said he wouldn't guarantee anything apart from that when we reached the end of it, there would be more clarity than when we started. And he was right!

**Jessie B.**

It didn't take long for him to prove it to me. From then on, it was only forwards. There was constant progression and it was always in the right direction. He asks the right questions that make you think. That make you open to learning more about yourself.

**Robert M.**

He listens. He asks the right questions. He is genuinely curious. He's also someone you'll have a pint with, no question.

**Marcus TB.**

Moe is a such great professional and it's delightful to see the passion he puts in what he does. The workshop is great and presents you with a completely different way of self and everyday situations. It makes you think and helps you see what to consider when making decisions.

**Marina A.**

The workshop was excellent and pushed my brain which I enjoyed. I learnt a lot and came away inspired, Moe's way of training keeps you engaged throughout, as he makes it fun as well as informative. The group was great and just the right size, there were people from all different walks of life which kept it interesting. I came away with lots to think about and will definitely be attending more workshops.

**Kate G.**

Moe is an immensely passionate person - he lives and breathes self-exploration, growth, and dare I say, truth! His no-nonsense yet personable style is perfect for businesses as well as individuals. Whether you're curious about yourself and what makes you tick, or want to explore your decision-making drivers and how to be more effective in your business, Moe has something for everyone.

**Leila Tahiri**

The content taught and the questions asked has given me continuous confidence that I can go ahead with making key decisions without the need to seek advice or reassurance from others. Five minutes with Moe can alter your perspective. Ever since meeting him and being guided through his content, I have had tremendous amounts time embracing freedom, joy and inner peace within daily life.

**Dominic Bruce**

Moe has made me question some long-standing belief systems and helped me to grow. After only having met a couple of times, his wisdom and entrepreneurial knowledge have given me structure and direction and provided me a solid foundation for which to pursue my own personal projects. He has a fresh perspective and vision which is always refreshing. I would recommend anybody to try having a conversation with Moe and not leave feeling inspired and invigorated!

**Nathan Gallagher**

Moe worked with our project team of 12 for 6 months. He has a good eye for what the group needs, both together and individually. Over time, it changes a little more; and if you work with him for long enough, there's a routine in everything and that flattens out the bumps. He asks powerful questions, uses common sense, and is big enough to stick with it until there is clarity for all.

**Sandy Williams**

Moe is a highly experienced business professional who is generous with his knowledge and expertise. Providing our business with support and recommendations he helped us move forward on our journey. Thanks Moe and look forward to working with you again.

**Jason Rawling**

So interesting!!!! Moe has so much to teach. I highly recommend working with Moe if you want to learn new ways to look at decision making and how life works in general. He's consistently different, and makes you think about everything you do!

**Karine De Lamarliere**

Moe is an exceptional coach - he has such a creative way of asking questions to really dig deep to support allowing you to self examine in a way that truly creates a personal sense of meaningful change. And the impact is lasting - a great person to work with.

**Kelly Tolbert**

Moe helped me gain a very clear understanding of my core value. I am looking forward to talk to him again to find out more about myself. I loved his theory of deduction. I am exited to find more about how to let go of my limiting beliefs.

**Brian Guo**

This is an incredible chance to explore so many things I had never thought of before - that went on in my head, that guided my thoughts and actions, that guided my life. It's a scary but really exciting adventure to go on and I just need to keep motivated to keep moving.

**Kris Michaels**

I find our weekly sessions is very beneficial in many different levels such as my understanding about the mechanism that could affect my progress and also clarify each and every aspect of my life. I am very grateful for finding you and having the opportunity to work together and learn from you! Thank you!

**Quinn Davis**

Moe is highly passionate and enthusiastic - he seems to simplify 'difficult to answer' questions surrounding our personal development. After each session I felt different - It was great to question the things we think we know.

**Lydia Day**

Coming out of the workshop, I felt that not only was the conversation educational and interesting, but I also felt personal growth and reflection throughout.

**Maxine van den Berg**

One of the best workshops I have ever had, quite deep stuff. To be honest I didn't expected much, but surprised. I've read a few books and even watched videos in the topic before, but this 3 hours workshop blew my mind! I highly recommend it!! Thanks again Moe!

**Gellert Szabo**

Moe's philosophy changes the way you see your surroundings and makes you understand the deep meaning of life, how to be successful and happy by fulfilling some gaps in your mindset.

**Juliana Saldanha**

Very interesting and thought-provoking session. Moe is very energetic and engaging - really enjoyed his way of presenting material and his passion for the subject. Feel I left with a better understanding of myself and how I make decisions, and good advice for the future. Recommended!

**Adriana S.**

When it comes to words, he will find what you need for the situation. I don't know where he gets that from, but he creates the picture in your head when he talks. He will find the right picture to put in your head to make you feel or see what he wants you to. He links things together so well, he has an unlimited number of analogies. Then it's easy for you to believe, understand and adapt what you need from it. That's something special.

**Michael M.**

Of course we talked about different ideas from personal perspectives. That was his main focus - how you approached life and the reasons you chose this path. There is no right or wrong when it comes to how someone sees the world. Everybody wants to develop and be of value. He understands this.

**Timothy A.**

Moe is very energetic and clear and keen on all persons to understand the complexity of our minds. I'm a big fan of Moe and highly recommend his talks.

**Fadi A.**

Brilliant and worthwhile workshop for anyone who wants to understand how and why they make the decisions they do, and tools to improve this for the future. Moe was very energetic, engaging and inspiring. I'll be looking out for more workshops hosted by him!

**Lindsey C.**