

Michael Finnigan

i2i Chairman and Founder



i2i enable organisations and individuals to hit their objectives and maximise their potential, by clearly understanding the psychological strategies that lead to success.

Michael Finnigan has been working in this field since 1992, consulting with corporate, public sector and sporting clients all over the world and has established i2i as the “go to” specialist to lead and deliver positive change.

Michael works with the world's most famous businesses, including since 1999 the world's greatest ever customer service rated organisation, helping them all understand how to unleash the power lying dormant within their people.

Michael has helped clients around the world solve a wide range of big picture issues, from bottom line performance to manufacturing effectiveness, sales targets, customer service excellence, employee engagement, merger & acquisition management and change. Examples include reducing the build time for an aero engine from 400 days to just 14 and leading a Royal Mail sales programme that helped to grow new business sales by £5 million per week.

Michael works extensively within elite sport, helping Wigan Athletic win the FA Cup in 2013 and as Performance Director of Chubby Chandler's ISM, Michael assisted the ever popular Darren Clarke to win the Open Championship at Royal St George's.

Michael spent six years alongside Sam Allardyce at Bolton Wanderers, winning promotion to the Premier League, before enjoying five years at Everton as they qualified for the UEFA Champions League. In cricket, Michael worked with the South African team that beat England in 2004, the England side that regained the Ashes in 2005 and the Indian world cup winning team of 2011.

i2i has established an award winning education division that works with young people to daringly create and successfully pursue their dreams. Working in partnership with the Youth Sport Trust, 'i2i Education' has featured in the Times Educational Supplement and was recently presented with an award for 'Outstanding Contribution to Young People Through Bespoke Training.'

Michael is constantly in demand in the media, contributing to BBC Radio 5Live, TalkSport and Sky Sports News. He has written two books, 'Impossible to Inevitable' and 'They Did; You Can', aimed at inspiring our young people.

Michael was inspired by Art Niemann, Vice President Human Resources and Personal Assistant to billionaire insurance magnate, author and philanthropist, W Clement Stone.



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