

## **Richard Buchanan**

Strategy Director

Consultant

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Do you ever feel the business world is missing something critical? humanity perhaps? Let's chat about it! Hey there, I'm Richard. I've founded Fellow Progress and trained as a QCH therapist. Why? I feel like the world is changing faster than people can handle, so I want to help guide and support talented, imaginative people through the emotional impact of "digital" transformation. Fellow Progress isn't just a business. It's my life's mission: to weave empathy into the fabric of our workplaces. To accelerate our collective shift to the empathic era of business! I think there is a huge opportunity to make business more human, more connected, more soulful, more joyful! I call this approach Strategy for humans! Why should you follow me? On my journey I have been a failed banker (So not me), a punk rock singer (crashed and burned), a freelance creative strategy director (Gun for hire, loved every moment) a Head of Strategy (Incredible team and amazing clients). Most importantly, I get the constant tug-of-war between imaginative work and life's emotional intricacies. I'm not just about using "empathy" as a buzzword. For me, it's an active practice, a way of life. Sure, I've picked up some awards along the way. But the real win? Transforming lives and businesses is the ultimate! What can you expect if you follow me? You'll get a steady flow of practical tools, tips, and some thoughtful perspectives. Expect real-world examples. Most importantly, you'll get a roadmap to the empathic era! Intrigued to learn more? I offer a free 30-minute consultation, a space where it's all about you. Your challenges, your aspirations, your journey. Change isn't just on the horizon. It's essential, it's urgent.

### **Skills**

Facilitation,dreaming,Hypnotherapy,Coaching,Brand Architecture,Social Media,Social Intelligence,Creative Coaching,Mental Health,Digital Strategy,Digital Marketing,Therapy,tea,Creative Direction,Integrated Marketing,Brand Development,connector of dots,Digital Media,mental fitness

## Employment

Fellow progress Founder   Therapist   Facilitator   Coach	01/05/2022 -
Creative strategy director	01/04/2022 -
AKQA Group Group Strategy Director	01/04/2021 - 01/04/2022
AKQA Creative strategy director	01/06/2018 - 01/04/2021
R/GA Freelance Senior Creative strategist	01/01/2018 - 01/04/2018
FITCH Senior creative strategist	01/04/2017 - 01/12/2017
Quintessentially & Co. Senior Strategist (Freelance)	01/02/2017 - 01/03/2017
Studio of art and commerce Cultural strategist (freelance)	01/07/2016 - 01/02/2017
Communicator Senior planner	01/01/2016 - 01/01/2016
Sapient Senior social strategist	01/08/2015 - 01/12/2015

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## Education

University of Sussex  
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University of Sussex  
Bachelor's degree