



About James:

James has always been drawn to taking on and overcoming challenges. He draws energy from setting and achieving ambitious goals in both his personal and professional life. The fulfilment he has experienced from achieving his own goals has led him to a career in helping others achieve theirs. Through coaching, James is able to leverage both his passion and experience to unlock the potential of the people, teams, and businesses he coaches.

James Hughes

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Jame's Credentials:

James 21-year career has been spent working closely with businesses to improve and grow, as a consultant, advisor and coach. He joined GROW at the start of its journey in 2013 and prior to that spent 10 years in EY's Business Advisory Services team, where he consulted to public and private organizations across South Africa and Africa.

James left EY to join an international boutique consulting firm, SAHA International. Whilst there he led numerous strategic advisory projects, including playing a leading role in the operationalisation of 'Rea Vaya', Africa's first Bus Rapid Transit system.

James studied Economics and Marketing at the University of Natal, holds a PDM from Wits Business School, as well as a PMP. Prior to joining EY in 2000, he completed his Offshore Yacht Skipper's license and spent some time travelling the world.

How James can help your business:

James' experience as a management consultant, strategic advisor and business coach gives him unique perspectives and insights that allow him to help businesses navigate the challenges that lie ahead as they scale up. James' clients describe him as having a very authentic and calming approach, which brings stability to their lives and businesses. He is passionate about strategic execution – the key to turning strategy into results.

All the strategising, plans and great intentions amount to nil unless an organisation has the discipline, structures, and accountability mechanisms to execute on their objectives. James leads the Execution competency within GROW and is a contributor to a publication set to release in 2021. James is certified Gazelles Scaling Up coach (2015). Scaling Up, founded by Verne Harnish (Global thought leader and founder of EO) is the world's leading coaching organisation providing a proven high growth system to 70 000 companies across the globe, and was the system that South Africa's own 'Get Smarter' used to scale from a start-up to a hundred-million-dollar deal with a global education group.





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clarity and confidence.



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