



DAN AUERBACH & ASSOCIATES

CEO & EXECUTIVE COACHING

Valid June 2025

T: 0404 041 666

E: dan@danauerbach.com.au

www.danauerbach.com.au



Allow me to introduce myself.

I am a uniquely qualified coach, elevating the performance of senior leaders. I work with enterprise CEOs and C-suite executives as well as Managing Directors of substantial private businesses. I also coach Partners in legal and professional services.

My coaching approach is trusted by leaders at **Westpac, AMP, National Australia Bank, Allianz, Woolworths, Sonic Healthcare, TPG Telecom, Knight Frank, Super Retail Group, Corrs Chambers Westgarth, M&C Saatchi, the University of NSW** and the **NSW Government**.

I can help you accelerate your professional development in areas such as **executive presence, influence, clarity and strategic focus**. I will also help you form stronger connections with your clients, colleagues and team while balancing your personal stress and general well-being.

My work is based on over 25 years of commercial experience and **dual qualifications in Psychology and Commerce**.

I am also the **Founder and CEO** of a leading Australian corporate psychology provider, a former MBA lecturer (AGSM UNSW), and an in-demand clinical psychotherapist.

Client Outcomes

My executive clients receive close personalised support and master-level coaching for:

- **an assured executive mindset** for focus, strategic and tactical clarity under pressure
- **advanced influencing, presentation and sales skills**
- **strong executive presence** and market reputation
- **methods to align your team** for collaboration and performance
- **less stress, stronger working relationships and greater well-being**

My Credentials

- Founder of Associated Employee Assistance Providers
- Dual-qualified in Psychology & Commerce
- Ex-MBA Lecturer Australian Graduate School of Management
- Clinical Psychotherapist & Relationship Counsellor
- Certified Assessor
 - Leadership Circle Profile
 - Collective Leadership Assessment
 - Hogan 360
 - High Performing Teams Assessment



The Auerbach Executive Coaching Program

A Private Partnership to Master Self, Relationships and Strategy

This coaching program offers a close and highly personalised partnership for senior leaders who want to think clearly, lead confidently and act with integrity. You'll work within a confidential space to build mastery across three essential domains of leadership: **Self, Relationships and Strategy**.

You'll partner directly with me – an experienced and independent thinking partner with over 25 years of experience in psychology, commerce, and leadership.

This is not a formulaic program. Together, we draw on your unique personality, values and context to sharpen **how you think, how you relate and how you lead** – so your impact is effective and sustainable.

Three Domains of Leadership Mastery

Self Mastery

We focus on how you show up as a leader – your patterns of thinking, emotional responses and default habits under pressure. You'll develop greater self-awareness, regulate more effectively, and align your decisions with your intent. The result is **greater composure, confidence and clarity**.

Relational Mastery

We strengthen the quality of your key relationships – with your executive team, board, peers and stakeholders. Together, we refine your ability to lead **high-stakes conversations, resolve tension and build trust and alignment**.

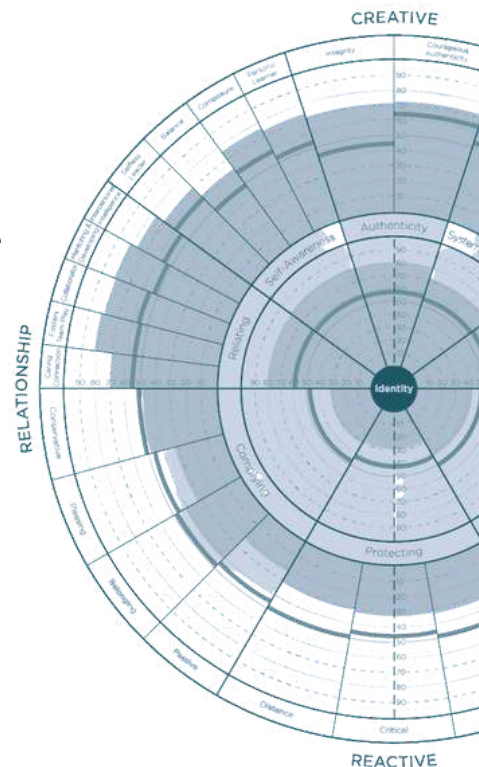
Strategic Mastery

We sharpen your strategic lens so you can step back from day-to-day noise and clarify what matters, navigate complex decisions, and align priorities with your broader mandate. This helps you **cut through complexity, make better calls and drive sustainable performance**.

Integrating the Work

Across all three domains, we work with your real leadership moments, identifying patterns, uncovering opportunities and developing more effective responses. By integrating commercial acumen with psychological insight, you'll **strengthen accountability, trust and influence** across the organisation.

You'll emerge with greater clarity, stronger presence, renewed energy and a more grounded sense of who you are as a leader. I look forward to partnering with you.



Executive Testimonials



**"Dan is highly insightful.
I have no hesitation
recommending him."**

Justin Graham
CEO - M&C Saatchi



**"Working with Dan is a
game-changer."**

Jeremy Robotham
Managing Director - Knight Frank



**"I would strongly
recommend Dan as a
trusted advisor."**

Carmen Rechbauer
CEO - Healthshare NSW



**"Dan is smart and deeply
understands business."**

Ben Stack
CEO - Stacks Law



**"Dan Auerbach is an
exceptional Executive
Coach."**

David Johansen
Director of Strategy - AMP



**"His impact is always nothing
short of transformational."**

Angela Uther
GM Talent & Leadership
Super Retail Group



**"Dan is a standout coach to
elevate enterprise strategy,
leadership and teamwork."**

Michael Tzimoulas
CFO & Executive Director
NSW Dep of Customer Service



**"I strongly endorse Dan as a
trusted advisor and expert
CEO coach."**

Matthew Tobin
CEO - UAP Group

Extended testimonials [here](#).

Proudly supporting leadership development at organisations including:



Dan Auerbach

T: 0404 041 666

dan@danauerbach.com.au

Think Better. Lead Well. Influence Performance.