

# **Chris Tandridge**

**CEO at VALIDITY Coaching Pty Ltd**

Melbourne, Victoria, AU

Highly Experienced International speaker - Business Leadership, Development and Challenges - Its Not just About YOU !

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## **Biography**

A career based on sales, marketing, leadership and organizational development over a great many years, has provided a depth of knowledge and understanding that is applicable to a great spectrum of businesses and organizations. His positions as Director of Sales and Marketing, General Manager, VP, and more recently as CEO of a rapidly growing Asian based company has expanded his insights across numerous cultures and diverse expectations.

Comfortable working along side CEO's, COO's, VP's of Regions and Country businesses, he is equally comfortable in rolling up his sleeves and working alongside first level managers and leaders.

An international career that has provided a diverse range of insights into the numerous issues facing business at all levels and in all cultures. An approach that has been forthright, direct and for some challenging. A style that will encourage development, test assumptions and deliver solid outcomes. And always based on a sense of humor.

He has worked on the design, development and delivery of Global Learning strategies across multiple levels within the corporate sector. Similarly, he is very much at home in the SME segment, a segment faced with similar challenges and issues perhaps just of a different magnitude.

Currently heading VALIDITY Coaching and Sales Enablement Services, a business that he founded some 6 years ago as a start up and that now works throughout the Asian region with a head office in Melbourne Australia, with a team of over 40 coaches and international partnerships providing global reach and delivery. An observational style, when combined with a track record developed over many years, results in an approach that is direct, and focused on results. He has worked successfully through countless change, restructures, times of boom and recession, and mergers and acquisitions. He understands change has lived it all his life and welcomes its challenges and opportunities. The current stresses and uncertainties resulting in a lack of decision making, action and sometimes ownership is a major focus of his current work and activities.

He prides himself that he has not gained too many enemies over his career. Has never expended any energy in creating them, as he believes that you can generally get them without any effort. He is regarded very highly by his peers, his team and his clients. He lives and works by a range of values that believes in everyone there resides a spark of magic. We just have to ignite it.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Corporate Leadership, Computer Software, Information Technology and Services, Media - Print, Food and Beverages, IT Services/Consulting, Business Services, Corporate Training, Human Resources, Computer Hardware

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## **Areas of Expertise**

Leadership, Flight Risk, Sales Coaching, Sales Leadership

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## **Sample Talks**

### **Leaders and the credibility gap**

A review of recent leadership Good and Bad, reference to recent study on credibility of leaders and how workforces in general respond. How they choose NOT to follow and when to follow. And some observations and examples on behaviors that can improve the outcomes

### **What's happening to Sales?**

Results are under pressure, margins are slipping, the forecasting is woeful, and again they want a training course? How can we do things differently? We are selling the same way. We have the same clients. What can we do?

We can STOP repeating the same mistakes. This talk examines some positive directions, some different approaches, and challenges some long held assumptions

### **Flight Risk**

Flight of the high potentials is the problem, the flight of the others we can live with.

Throwing money is not the answer, fake positions and titles don't work, so what will and what can we afford?

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## **Event Appearances**

### **Title**

Coaching for Development - Change the Language.

### **Title**

Hong Kong and Singapore Business Group

### **Title**

MC Regional Country and Sales Leaders Conference

### **Title**

Regional Microsoft/HP conference

### **Title**

Sales Leaders Development

### **Title**

SMR Congress

### **Title**

SMR HR Congress

**Title**  
Regional Conference

**Title**  
Dealers Conference

**Title**  
Dealers Conference

**Title**  
Global Conference

**Title**  
EMEA Development Conference

**Title**  
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## **Education**

**La Trobe University**  
BA Social History/Sociology

**La Trobe University**  
Bachelor of Arts Social History and Sociology

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## **Accomplishments**

**Strategic Leadership Award**  
Awarded by Global HR Excellence Awards 2010

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