



# GED ROBERTS

## ABOUT\_

Ged has been coaching business leaders on how to scale their businesses easily since 2015 using the Scaling Up framework and, as it emerged, the 3HAG system.

Ged's superpower is his ability to take new and complex ideas and concepts and frame them in a way that is understandable to all.

Over that time Ged has worked with over 20 companies directly, and with many more via his public workshops across Australia. Prior to being a 3HAG Business Coach, Ged led numerous businesses and business units across startups, tech, professional services and consulting and built a reputation for creating great teams who shared a common vision. Ged now takes his broad business experience and blends this with his business coaching expertise to deliver powerful growth systems with his clients.

## CONNECT WITH GED

**E:** [ged@crystalizer.com](mailto:ged@crystalizer.com)

**P:** +61 415 534239

**LI:** [Linkedin.com/in/gedroberts/](https://www.linkedin.com/in/gedroberts/)

## SPECIALITIES\_

### COACHING

- Strategy
- Leadership Team Health (5 Dysfunctions)
- Topgrading (Master Practitioner)
- Execution Planning

### SPECIFIC EXPERTISE

- Technology/Software
- Engineering
- Consulting
- Insurance
- FinTech
- SaaS

### EDUCATION

- 3HAG Certified Coach
- Scaling Up Certified Coach
- Topgrading Master Practitioner
- MSc in Computing
- Chartered Engineer
- Honours Degree in Engineering

### CAREER HIGHLIGHTS

- CEO/Business Leader of several \$30M+ companies
- Coached/trained 1000s of people in numerous frameworks, tools and systems.
- Co-Founder and CTO Digital Post Australia
- Vice President Marsh Insurance