

Simon Powers

CEO | CTO | STRATEGIC ADVISOR

I grow organisations with strategic purpose, technical innovation, and commercial success.

Throughout my career, I've been driven by a single aim: to help organisations become the best versions of themselves, whether that means delivering exceptional technical solutions or unlocking the full potential of their people.

I began in the early days of the web, exploring innovative applications of internet technology. Over time, my work evolved into transforming organisations through culture, leadership, governance, and operational excellence.

Today, my focus returns to technology, this time with a deep integration of organisational design, transformational leadership, and process optimisation to harness the potential of emerging AI tools and systems.

BOARD EXPERIENCE

CEO & CTO

2024 - Present

[The Deeper Change Academy](#) | London, UK

- The Deeper Change Academy is a specialist research learning and development organisation that helps leaders, change professionals, and HR staff, go beyond surface-level methods of change-management and organisational growth, and to help them make their organisations exemplary.
- Founded the company in January 2024, to meet the rising demand of organisational growth beyond agility.
- Ran the board and guided the company strategically, helped build alliances with trainers, clients, and other organisations with a similar mission.
- Wrote 3 ebooks this year (see the more section of this site), on AI & collaboration, Boardroom agility, and The future state of agility.

CEO & CTO

2013 - Present

[AWA Global](#) | London, UK

- Adventures with Agile (AWA Global) is a pioneering consultancy and training organisation dedicated to transforming the way organisations lead, learn, and grow.
- Founded AWA from a start-up to become a global organisation recognised for its work in enterprise agility, leadership development, and cultural transformation.
- Supported many of the world's largest companies through complex change and shaping the face of what we now call agility in today's workplace.
- With a strong emphasis on human-centred approaches, systems thinking, and professional coaching, led AWA and helped train and equip thousands of agile coaches, change leaders, and executives, contributing to the development of more responsive, purpose-driven organisations around the world.
- Ran the board across the US, Nordics, UK, Europe, South Africa, SE Asia (Thailand and the Philippines), and Australia. Managed complex stakeholder dynamics, met and overcame various threats from aggressive competitors tactics, changing markets, and the pandemic.
- Brought hope to tens of thousands of people across the globe that their working lives can be better.

CONTACT

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🌐 simonpowers.info

📍 London

COMPETENCIES

- Very fast learner
- Technology strategy & governance
- Scalable architecture
- AI and GenAI (incl. RAG)
- Secure, compliant development (GDPR, KYC)
- Code and dev pipeline overview
- Product operating model design
- Org design for flow and value
- Lean / Agile etc
- Entrepreneurial spirit
- Research & Innovation
- Leadership development
- Product Management
- High-performing team building
- Business-tech alignment for outcomes
- Enterprise-wide transformation leadership
- Governance and risk

BOARD EXPERIENCE

Non-Executive Director

2019 - 2024

AWA Norge | London, UK

- AWA Norge was the Scandinavian branch of Adventures with Agile, established to bring world-class organisational change and leadership development expertise to the Nordic region.
- Helped found the regional organisation and served on the board of directors.
- Provided the strategic direction, governance, and authored much of the intellectual property that shaped the company's identity and offerings.
- Grew the company and its influence across Norway and beyond, culminating in a successful management buyout in December 2024.
- Following the buyout, the company was rebranded as Distilled, continuing its mission to support meaningful, people-first transformation across complex organisational systems.

TECHNICAL EXPERIENCE

Artificial Intelligence and emerging technologies

2024 - 2025

The Deeper Change Academy

- Used an AI RAG Chat Bot loaded with all of my decade long writings, book, training programs, and other materials, to automate our marketing function with feedback from the marketing and sales funnel to guide future prompts.
- Created new training programs that meet organisations where they are today in this post-pandemic and AI-driven world.
- Created a new way of working for teams with AI Chatbot members. Highlighted and demonstrated in the August in-person meetup.

Architect and Systems designer

2007 - 2014

NYSE Euronext, Goldman Sachs, Tesco, BNP Paribas

- Designed and built the entire KYC and other regulatory frameworks for Goldman Sachs using an entire delivery pipeline in C# and related technologies.
- Architected and built the low-level and high-speed Price Promise and Club Card infrastructure for Tesco, that responds to every single purchase across every story at the point of sale.
- Architected a new derivatives contract for difference and spread betting platform for NYSE Euronext.
- Architected and navigated across multiple domains to build BNP Paribas clearing and reporting functions for every trade in their high speed and high volume business.


Coder

2003 - 2014


Tesco, Goldman Sachs, Oxfam, NHS, Positive Change


- Used clean code, continuous delivery, and well thought out architecture to create enterprise systems used globally. Ran teams of developers, testers, and architects using agile ways of working to deliver business value through software.
- Typically Microsoft technology stacks with web front ends, built with test driven (TDD, BDD) methodologies.

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EDUCATION

Completed Training

- Barefoot Professional Coaching
- Organisational Systems and Relationship Coaching
- Internal Family Systems Therapy (IFS) part 1
- IFS Couples Therapy part 2

2014 - 2025

During the last 10 years, helped write the learning outcomes and educational rubrik for the leading certification authority for organisational agility.

- Organisational Change Strategy (ICP-ENT / ICP-CAT)
- Leading Organisational Change Cohort (ICE-EC)
- Advanced Learning and Development (DC-ALD)
- Transformational Leadership (ICP-LEA)
- Agile Team Coaching (ICP-ACC)
- Advanced Agile Coach Program (ICE-AC)
- Team Facilitation (ICP-ATF)
- Systems Coaching and Thinking (ICP-SYS)
- Agile Team Foundations (ICP)
- Coaching for Managers

Strategic Impact Summary – Portfolio Highlights

Strategic advisor / mentor / coach / leader – I led the team or advised those who did

£100M in Cost Savings Through Product Reorganisation

What was done: Led a one-year transformation to restructure a large-scale customer technology department. Designed and coached a new product organisation, unlocked stalled development, and guided leaders to merge and separate systems for optimal cost control.

Estimated financial impact: £100M in customer acquisition and retention cost savings.

Co-Designing a Target Operating Model Across a 3000+ Person Tech Organisation

What was done: Partnered with senior leadership to co-create a Target Operating Model (TOM) with embedded agile governance, leadership development, and change agent enablement.

Estimated financial impact: £1.5M–£3M in transformation efficiency and capability uplift.

Boosting Mid-Level Leadership Capability Across 150+ Managers

What was done: Introduced structured coaching, onboarding, and peer learning for 150+ leaders, improving clarity, confidence, and talent retention at scale.

Estimated financial impact: £2M–£3M in retained leadership value and avoided churn.

Transforming a National Bank from Projects to Product with 4x Faster Delivery

What was done: Led a full-organisation cultural shift across 1,200 staff, including board interviews, systemic diagnostics, and coaching. Reduced delivery time from 16 weeks to 4 weeks, with major improvements in risk, quality, and continuous deployment.

Estimated financial impact: £1M–£2M per month in accelerated delivery, risk reduction, and improved value throughput.

Recovering a Failing Technology Product Group and Enabling Strategic Delivery

What was done: Stabilised a dysfunctional tech team on a product-critical mission that was seen as a blocker to business-critical work.

Estimated financial impact: £23M in recovered delivery capacity and business value.

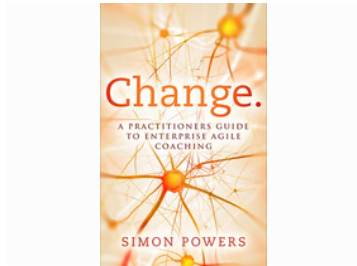
Product Operating Models Across Different Organisations

What was done: Helped numerous clients co-design their new operating models with leadership and product teams, reintroducing product and customer focus to technology teams, resulting in faster delivery cadences, clear roles, and enhanced collaboration rhythms.

Estimated financial impact: £500K–£1M / month in different organisations.

Author

Change: A practitioners guide to Enterprise Agile Coaching



In 2022, Simon published his first book on organisational change.

The book received high praise and excellent reviews.

This book has become standard reading on many courses and defines the first ever people-focused coaching approach to whole organisations.

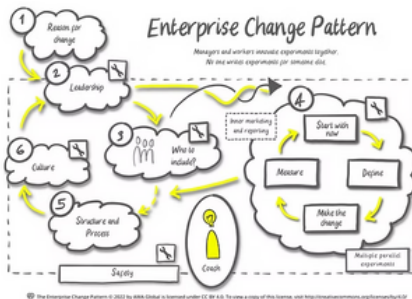
The Agile Onion and the Agile Mindset

Simon invented the Agile Onion which has become the defacto standard for describing agility and defined the illusive Agile Mindset.

This tool has helped 100,000s of people grasp the different aspects of teams working with complexity and using agile frameworks and tools.



Change: A practitioners guide to Enterprise Agile Coaching



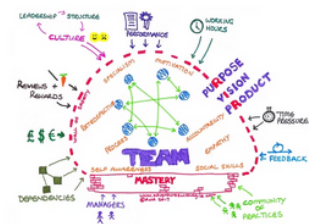
Simon invented the Enterprise Change Pattern which has become the standard for coaching large groups to whole organisations through any change program.

It is the first whole organisation coaching pattern and is used in hundreds of organisations.

The Agile Onion and the Agile Mindset

Simon created the Team Culture Model to provide teams with the vocabulary and toolkit to discuss their psychological safety and identify and resolve performance blockers.

This model is used globally by delivery teams in complex environments.



Many other tools for organisational improvement



Simon has created many models that are used by 1000s of change practitioners, coaches, managers, and executive leaders across the globe.

This image represents a model used by boards to get the most out of their time together by appropriate planning, facilitation, and follow-up.

Community

10 years of organisational change meetups



Deeper Change Meetup

<https://www.meetup.com/deeperchange>

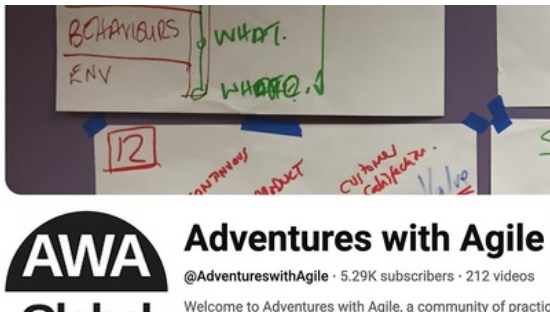
4.5 ★★★★★ 1697 ratings

📍 London, United Kingdom

👤 6,455 members · Public group ⓘ

Over 300 past events over 10 years.

10 years of engaging video content



AWA YouTube

<https://www.youtube.com/@AdventureswithAgile>

👤 5.29K subscribers

📺 212 videos

📈 384,822 views

Over 200 videos over 10 years

Education

2014 - 2025 Ongoing teaching

During the last 10 years I have helped write the learning outcomes and educational rubrik for the leading certification authority ICAgile for organisational agility.

These courses Simon wrote and teaches:

- Organisational Change Strategy (ICP-ENT / ICP-CAT)
- Leading Organisational Change Cohort (ICE-EC)
- Advanced Learning and Development (DC-ALD)
- Transformational Leadership (ICP-LEA)
- Agile Team Coaching (ICP-ACC)
- Advanced Agile Coach Program (ICE-AC)
- Team Facilitation (ICP-ATF)
- Systems Coaching and Thinking (ICP-SYS)
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- Coaching for Managers

2014 - 2025 Ongoing learning

These courses Simon has completed:

- Barefoot Professional Coaching
- Organisational Systems and Relationship Coaching
- Internal Family Systems Therapy (IFS) part 1
- IFS Couples Therapy part 2

Ongoing

- CIPD Level 7 Advanced Diploma in Strategic Learning and Development