



MATTHEW EMERY

Observer
DISC Type : ic

Academy Coach at Derby County Football Club Academy
Birmingham, England, United Kingdom

Overview

Matthew is a strategic business leader at Severn Trent, blending top-tier water industry expertise with elite sport leadership. He excels in driving regulatory performance, leading large-scale change, and building high-performance teams. His background includes a UEFA B coaching license and National Talent ID certification with the England FA.

Outside of his corporate role, Matthew is deeply involved in football, leveraging his coaching and talent identification credentials. His passion for the sport is evident in his leadership style, which focuses on inspiring excellence, resilience, and continuous improvement, mirroring the dynamics of elite sports.

He uniquely combines senior leadership in a complex, regulated utility with high-level qualifications in professional football coaching and talent identification.

Personality Overview

Curious **Assertive** **Value Driven**

They are generally good communicators and can be hard to convince. They ask a lot of questions and rely heavily on information and collaterals. They can sound friendly and charming but can quickly change gears to become inquisitive and probing.

Topics They Care About

Regulatory Performance
He was selected to lead regulatory performance improvement at Severn Trent, using forensic diagnostics to find high-impact opportunities for the executive board.

Continuous Improvement
He has held multiple senior roles focused on continuous improvement, establishing frameworks and leading large-scale strategies to build a culture of positive change.

Business Transformation

His career focuses on delivering sustainable transformation and change in complex environments, from managing major plant implementations to organization-wide strategic shifts.

Football Leadership

He holds a UEFA B license and an England FA National Talent ID certification, indicating a serious commitment to leadership and development within elite football.

Team Performance

A core theme in both his corporate and sporting life, he is renowned for building high-performance, change-ready teams and creating clear organizational line of sight.

Supporting Professionals

Frequently shares profiles of colleagues and contacts in his network to help them find new career opportunities, showing a commitment to supporting others' success.



Media Appearances

Matthew has no verified media appearances

Work History

- 12-2023 - 2-2025
Academy Coach at Derby County Football Club Academy
- 7-2023
Business Strategy & Development Manager at Severn Trent
- 2022 - 2023
Academy Coach at Walsall Football Club Limited
- 6-2019 - 7-2023
Head of Continuous Improvement. at Severn Trent
- 5-2017 - 5-2018
Thermal Hydrolysis Plant (THP) Implementation Manager - 1 year Business Secondment at Severn Trent

Education

- National Talent ID Level 2 from England FA
- licence from UEFA B

More Information

Social Presence :



Prographics :

Exp : **33** Location : **Birmingham, England, United Kingdom** Job Level : **Middle**

Designation : **Academy Coach at Derby County Football Club Academy**

Insights For Selling To Matthew

👉 During A Call Or A Meeting

DO's

- Invite them for a social do but don't rely solely on the relationship
- Focus on immediate action-items rather than the larger goals
- Help them realize that there is no personal risk in making this decision

DONT's

- Don't be too objective but make sure to pad your storytelling with data points
- Don't try to rush them into a decision, provide all necessary information first
- Avoid making offhand commitments

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Matthew, [user_fname] here at [user_companynamewordstwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Matthew, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Exciting but objective

Example: Making it personalized', 'Changing how to sell' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' (along with the first name)

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Logically summarize, keep high energy

Example: Something like 'If these points make it clear, lets wrap this up at 11am?'

Complimentary Close: Unique or standard

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Confident, informational

Overall Messaging: Focused on generating excitement while staying objective

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Matthew is

- *Proven value, strong testimonials are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from Matthew

- *They are practical and friendly, don't expect a clear-cut response often.*

Insights For Deal Planning

How Fast (Or Slow) Will Matthew Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Matthew Take Some Risk Or Not?

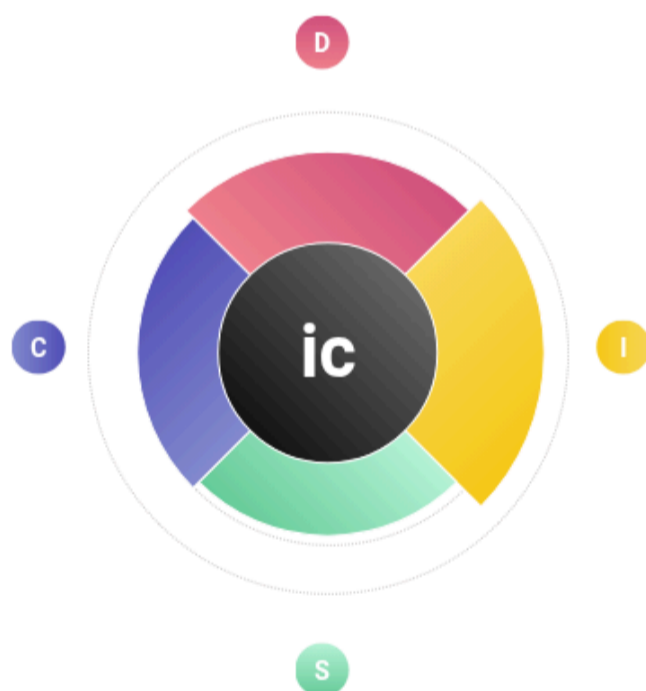
- *They weigh all decisions systematically and are unlikely to take many risks.*

You And Matthew

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Matthew's Key Traits



INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.

CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.