Partner Profile – David Tebbutt

During our workshops, this David takes the audience's perspective while the other David represents your interests.

After a rocky start selling ice cream, bread, cakes and menswear, plus spells as a trainee quantity surveyor, a newspaper seller and hospital receptionist (both in Paris), he scored 100% in a programming aptitude test. This gave him his start in computing. Over time, he added editing, writing and training to his multi-stranded career.

Trainer

Media skills and message development

He created and ran the (highly interactive and practical) PRESS HERE media skills training courses with **Martin Banks**. A major element of this was message creation, shaping, delivery and testing. Over 25 years, they trained thousands of delegates.

Report-writing skills trainer

He runs practical short courses to help (mainly tech-focused) senior executives to create professional and effective reports, saving everyone time, effort and frustration.

Project and programming management skills trainer

He learnt teaching and behavioural skills at ICL where he ran team-leading and management courses in the UK and overseas.

Manager

David held many management roles – of IT departments, as a magazine and book editor, running a training business and as a software publisher (*Caxton Software* and *BrainStorm*).

Writer

He wrote for over 40 publications, winning the prestigious Times/Hewlett Packard award three years running (he was a finalist in the previous three years). Best known for columns and features – all IT-related – he finally shut the door on his public writing after over 30 years and switched to corporate writing. He blogged from 2004 to 2015 when his signal became lost in general blog noise. He wrote several mini-books on IT and sustainability issues. Most recently, he collaborated with David Topping on writing topical tech pocket guides for business readers.

Editor

In 1979, he co-created and relaunched *Personal Computer World* magazine. (It ran for a further 28 years.) He consulted on this and several other titles. He helped create and launch *Blue and Green Tomorrow.* He edited *LawTech* when the editor died unexpectedly. Recently, he's edited three *THINGUIDES,* on cybersecurity and critical infrastructure.

Programmer

David wrote the showroom feature demonstration suite for the *NCR 500,* he then wrote and implemented sales ledger, purchase ledger, stock control and payroll applications for several clients – all in machine code.

In 1981 he wrote a mind-mapping program (in 8080 Assembler) called *BrainStorm*. His *Caxton* business partners later published it as an 'ideas processor', paying Mike Liardet to recast the code for various PCs. After a further recast by Marck Pearlstone for Windows, he and David published it as *BrainStorm Software,* before selling out to a US firm. David still uses it daily.