The—Alliance

Daniel Burke

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'True coaching expertise is like playing jazz – it's all about listening and collaboration.'

A jazz-playing former mathematician and management consultant, Daniel retrained as a psychologist and is now a leading business coach and trainer of coaches. A valued sparring partner for individuals and teams facing particularly challenging tasks, he has long experience of the complexities and turbulence of organisational change, and the simple but powerful structured interventions leaders can use to navigate them. He's committed to supporting his clients to grow and develop, and uses an insightful, empowering and eclectic approach, with creativity, wry humour and rigour.

Daniel has a quiet love of music and is a keen jazz trombonist. In fact, he sees commonality between coaching and music – and jazz in particular. In both, the more expert you become, paradoxically the more you value listening and collaboration; this also infuses his coaching. A lifelong learner and fascinated collector of tools and techniques for personal improvement, usually trying them on himself first, he has a wealth of useful nuggets to share where needed. He has run five London Marathons and travelled round the world by bicycle.

Daniel's story

'As a KPMG Partner, I worked closely with Global Chairman Lord Sharman on major projects, including the possible merger with EY, and forming the first firm-wide International Executive, working on strategy and governance. (I originally trained with KPMG as an accountant, specialising in computer audit and risk assessments and gained extensive experience of leading diverse and cross-border teams.) In 2002, I left to retrain as a psychologist and leadership coach, and co-founded The Alliance, now in its second decade. My clients have included FTSE 100 / 250, financial institutions, law firms – great and small – the media sector, major global consultancies, government, charities, and entrepreneurs. I also train coaches to professional standard as a Faculty Member at Meyler Campbell, where I was a founding Director, and between 2017 and 2024 served as Chairman.'

I know this by heart

'Seek first to understand, then to be understood.' Stephen Covey

What Daniel's clients say

He helped me to become a better version of myself
'I embarked on my coaching unclear what I would learn and certain that it was taking up time that I did not have! Daniel's calm and considered coaching style taught me how to slow down when I needed to, to listen and learn, and to focus on my own strengths. He helped me to become a better version of myself and for that I will always be extremely grateful.'
Director, Publishing Company

Space to allow me to think
'When I was recommended to work with a coach I had no idea what to expect. Meeting Daniel and working with him was has been a wonderful experience and allowed me to extend my horizons, achieve so much more, creating space to allow me to think about what I want to do with my life and exploring all sorts of exciting opportunities.'
Director, Consulting Company

Daniel's credentials

- BSc First Class Honours in Mathematics; MSc Computer Science, Imperial College
- Fellow of the Institute of Chartered Accountants in England and Wales (FCA)
- PG Dip Psych (Postgraduate Diploma in Psychology); research on motivation
- Specialist Positive Psychology Coaching Training with Martin Seligman
- Multiple coach trainings, including SoC; Meyler Campbell; accredited by WABC, EMCC, AC etc
- MBTI®; Strengths Profile®; Mindfulness for Coaches; The Thinking Partnership® (Nancy Kline)
- Founding Fellow Harvard Institute of Coaching
- Continuing professional development programmes, including coaching supervision