“A trusted guide and mentor”
— Jay Lyman

David Aitken
Executive Coaching

The voice of change can be loud or soft.
The voice of change is calling...
This coaching methodology is the rediscovery of your path. For those willing to engage with curiosity and courage, David’s process unlocks previously hidden leadership potential. Guided by David with experience, wisdom, and skill, you may become more aware of your life’s purpose, and develop the strategies necessary to act in ongoing accordance with it—all while achieving your goals.

First a behavioral survey draws out patterns in personal and professional style, which David uses to tailor his approach, informing one or more coaching sessions where the core of the work takes place. Conducted in a private and comfortable environment, this conversation rigorously identifies the underlying obstacles to change, and offers rich and surprising insights to the creative steps necessary to move past them.

What lies beyond is an improved experience of life, a condition of enhanced personal choice that enables sustained positive behavioral change. And with this ongoing transformation come the personal, leadership, and team results sought all along.

Making the choice to begin this journey can be a difficult one, especially when life may already be so demanding. Indeed, it is not for everyone. However, if you find yourself wondering, ‘is this all there is?’, or nurturing a deeply held feeling that there is much more meaning and fulfillment you could be getting out of life, then please consider this an invitation to find those answers.

We hope you will answer this call—a call to mindfulness—and take a small step towards becoming a master of your own path—calm, strong, and happy.

We all face change. Sometimes this call is impossible to ignore; sudden illness, a catastrophic conflict, a staggering opportunity. At other times, the call to change may creep subtly into our lives. We might notice, with aching persistence, that our degree of success is not what we had envisioned; personal or professional satisfaction always hanging just out of reach. Anxiety may trouble us, leaving us ‘tapped out’, with a feeling of emptiness. We find ourselves moody and cynical or lashing out in anger, sometimes at a loved one.

It can be natural to try and ignore the signs and cling to familiar routines or behaviors, or lean on crutches that delay the inevitable but ultimately just make it worse. At some point we acknowledge that in some way, beyond our control, our life has gone awry. We have wandered off our path, and we don’t know how to get back.

David has overcome many challenges in his 50-year career, personal and professional successes and struggles of every sort. As a founder of an innovative architectural firm, he has known the heights of success and its material rewards—the yacht, the sports car, and memberships to exclusive clubs. He has also fallen into the hazards that come with them, facing failure and the costs that overwhelming stress can have on personal health and family life. He has emerged from this dark wood a changed man, newly focused on self-awareness and purpose.

Through the lens of a life-long study of human behavior, David has come to identify the navigational process that allows individuals to rediscover their personal path, with new choices. He has seen it operating in his own life, in the lives of those close to him, and in over one thousand successful coaching clients.

Photo by Kinley Aitken
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For over 20 years, I have watched David work with leaders to achieve extraordinary personal transformations, enhancing their effectiveness, deepening their personal mastery, and rebalancing work and personal lives. With teams he has had similar impacts, helping them to higher levels of performance and significantly improved results. His ability as an executive coach working in one-on-one settings is second to none.

— Kyle Davy AIA, President, Kyle V. Davy Consulting, Leadership and Management Development

Additional testimonials available on request

Program Options

In-Person Coaching
The most intensive and personal coaching experience, this powerful process utilizes an LWS 360° and proven strategies to clarify personal purpose and shift mindset, driving the constructive choices from which desired outcomes result.

Distance Coaching
An alternative for those unable to meet David in person, this process consists of an LWS 360° profile followed by one or more telephone conversations.

Executive Team Coaching Workshop
A two-day transformative group learning experience, this workshop enhances interpersonal trust and clarifies personal behavioral styles. David offers concise feedback for up to twelve people, improving individual and team performance.

Executive Assessment
An expert on executive performance, David evaluates the leadership capacity and personality style of a potential team member or a leader in a key role.

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David Aitken FRAIC
Naval officer, architect, leader, entrepreneur, consultant, executive coach—David’s career has seen many incarnations. Now co-leading Aitken Leadership Group with his son, Geordie, David has also served nineteen years as faculty in the Senior Executives’ Institute, a premiere executive program offered by the American Council of Engineering Companies. David has coached hundreds of professionals, from a range of backgrounds, facing diverse challenges. In their own words, David brings “wisdom, street smarts and compassion” to his unique style of coaching and mentoring, catalyzing dramatic increases in personal fulfillment and meaningful achievement.