



Andy Buck is an author, speaker, former headteacher and director at National College, now the CEO of Leadership Matters, creator of the BASIC coaching model and founder of Cadogan Press. He is also chair of trustees at the L.E.A.D Academy Trust.

A geography teacher by trade, Andy went on to become a headteacher for thirteen years at two schools in east London. In the last year of headship, his school was judged outstanding in all categories and Andy was designated a National Leader of Education. In 2009 he became a Director at the National College for School Leadership, leading on the London Challenge programme. He was subsequently responsible for setting up the government's flagship Teaching Schools programme before being appointed as Managing Director at United Learning, one of the country's largest academy groups.

Since 2014, Andy has founded Leadership Matters which aims to improve the educational outcomes for pupils by supporting great leadership development. Leadership Matters is a web-based membership organisation that offers school leaders access to high quality online development tools and other leadership articles, videos and blogs.

Former board membership has included the Teacher Training Agency, the National College for School Leadership, Partnerships for Schools, the Teacher Development Trust and the Teaching Awards. He was also the Chair of the Education Committee of the education charity, Ambition School Leadership, which was formed from the merger of Future Leaders and Teaching Leaders.

Andy has written seven leadership and coaching books:

- Making School Work - 2007
- What Makes a Great School? - 2009 (now in its third edition and eighth reprint)
- What Makes a Great Middle Leader? A Handbook for Middle Leaders - 2014
- What Makes a Great Middle Leadership Team? A Handbook for Senior Leaders - 2015
- Leadership Matters - 2016 (now in its third edition)
- Honk! When teams come together, organisations fly - 2019
- BASIC Coaching: An Introduction to the BASIC Coaching Model - 2020
- BASIC Leadership: 20 essential habits for success – 2025.