



LIFE BEYOND THE MILITARY –
OUTDOORS



Jon Chandler

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Friends of HighGround: PROFILE

Jon Chandler intro...

Tell us a bit about yourself.

I am from Birmingham. I began my career in training as a newspaper journalist and then working on local, regional and national papers. I went from newspapers to working for British Airways doing corporate communications which lead to in-house global PR roles with Lucas Industries and Perkins Engines, both of whom has substantial military business. I then led Eastman Kodak and The Cola-Cola Company's Europe Middle East PR and Public Affairs teams. For the last twelve years I've worked on the agency side, consulting for many large corporates primarily on brand reputation issues.

What do you do for HighGround?

I became a Trustee earlier this year, supporting HighGround with reputation management and corporate partnerships and fundraising, I also advise the newly formed Friends of High Ground volunteer team.

What drew you to HighGround?

It was quite accidental as many things are. I'd collaborated with Brian Moore, (a founder member of Friends of HighGround) within the City of London Guild of PR Practitioners - we'd both been masters of that Company – and he asked me to help with HG which I'd not heard of. I'm not from a military background (although I did try out for the RAF Fighter Pilot graduate scheme!) but I have friends and relatives who have served and I've seen how tough it can be for people when the guardrails the military provides are taken away. Some had to literally be dragged out of service, it was the only life they knew – and to find their feet in the civilian world was often harsh I liked the originality of HighGround's proposition so I decided to pitch in.

What attracts you to the outdoors?

I'm not a huntin', shootin', fishin' kind of person but I do like getting out into the open. I didn't know anything about Horticultural Therapy prior to my involvement with HighGround but it makes complete sense. I'd always sensed a calmness and improved wellbeing from being out in the wild and I've now become fascinated with its study!

What is your most important achievement so far?

Surviving this far! Of course there are highlights in my working life, but nothing quite prepares you for the experience of being a parent to a child. It's a mixture of compromise, self-sacrifice and achievement which drives you to work harder, do more and try to become a better version of yourself.

What would you most like to achieve?

A degree of self-sufficiency in my work-life and also some balance. I've never not worked. The closest I came to it was a 6-week period inbetween jobs when I went off to explore Central America.

What do you do to unwind?

I get out and about cycling and skiing and I like doing the Ibiza thing, going to music festivals and hanging out with my son. I also try and watch Birmingham City when I can, but that tends to wind me up rather than unwind,

For more information about HighGround's services please contact Anna Baker Cresswell

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