



Barry Pokroy

M.A. Clinical Psychology
Advisor | Organizational &
Talent Development

Barry Pokroy is an Advisor with B. Riley Farber. Trained in clinical psychology, he has in-depth knowledge and experience in adapting the insights of psychological theory to the demands of the corporate environment.

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Profile overview

Using his proprietary Circle & Square methodology, Barry provides comprehensive and insightful training and coaching sessions to participants, helping them to apply core psychological principles to the business sphere, as well as in their personal lives. His approaches include:

- harnessing the power of human connection to elevate performance in organizations
- providing insight into the business impact of human emotions
- equipping leaders and employees with psychological insights and skills to connect in an advanced, meaningful and effective manner to drive business results
- applying psychology to business to create an emotionally healthy workforce thereby significantly contributing to a financially healthy company

He has worked in a variety of industries and has keen insight into mid-market and large national businesses in finance and insurance, professional services, retail, transportation, communications and telecommunications, the public sector, and call centres.

Areas of expertise

- [Executive Coaching](#)
- [Emotional Intelligence Training](#)
- [Organizational & Talent Development – Keynotes & Webinars](#)
- [Change Management Training](#)



- Leadership Development Training
- Team Effectiveness
- Onboarding Coaching

Insights

Articles

- How to Solve the Right Problem During Workplace Challenges
- Who Moved My Future: Redesigning a New Workplace with Creativity
- The Employer-Employee Contract of Old is Broken—But Not the Relationship
- Family Business Succession: Having the Tough Conversations
- Let Your Employees Speak...So They Stay

Education & qualifications

- Masters of Arts, Clinical Psychology, University of Witwatersrand (1992)
- Honours Bachelor of Arts, (Psychology), University of South Africa (1991)
- Bachelor of Arts, (Psychology & Philosophy), University of South Africa (1990)

Affiliations & recognitions

- Health Professional Council of South Africa