

Author Biography

George Greig

 www.georgegreig.com

 www.instagram.com/georgegreig354

 @GeorgeG354

 www.linkedin.com/in/georgegreig



About the Author

George Greig is a Highland Scot, born and raised in rural Aberdeenshire. He joined the army at the age of 16, attending the Army Apprentices College in Harrogate, North Yorkshire. This was a decision that changed his life. An established Entrepreneur, George owns an IT Software Solutions business and lives in Wiltshire.

Book Synopsis

"Untapped Potential follows George's career in the army, from the age of 16 when he joined the Army Apprentices College, of which he became the Junior Regimental Sergeant Major, to the moment, 27 years later, that he reluctantly decided to leave. The story, told with great frankness, relates the good times and the less good times, the ups and downs, the sad events as well as the happy ones; but the characteristic sense of humour is never far below the surface - indeed, seldom below it at all! It is also an account that graphically illustrates what it was like to serve in the British Army at the time."

Lieutenant General (retired) Sir John Kiszely KCB MC

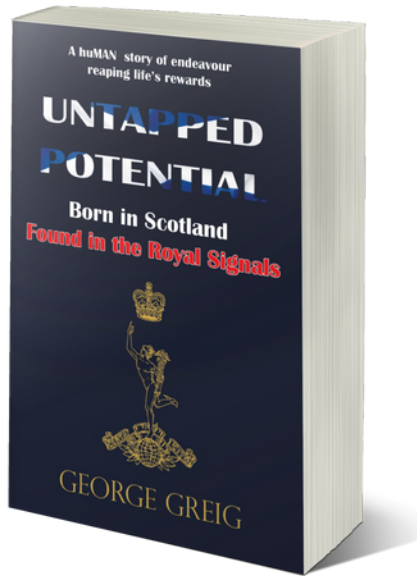
Advance Information Sheet

From Book Brilliance Publishing

Untapped Potential

Born in Scotland, Found in the Royal Signals

by George Greig



Untapped Potential follows George's career in the army, from the age of 16 when he joined the Army Apprentices College, of which he became the Junior Regimental Sergeant Major, to the moment, 27 years later, that he reluctantly decided to leave. The story, told with great frankness, relates the good times and the less good times, the ups and downs, the sad events as well as the happy ones; but the characteristic sense of humour is never far below the surface - indeed, seldom below it at all! It is also an account that graphically illustrates what it was like to serve in the British Army at the time."

Lieutenant General (retired) Sir John Kiszely KCB MC

ISBN:

978-1-913770-44-0

Price: £14.99

Publication Date:

26th July 2022

Format: Paperback

Size: 216 x 140 x 20 mm
353 pages

Category:

Non-fiction; memoir; true story; military

Available from Gardners, and on Amazon, online, in all good bookshops and direct from the publisher

About the Author:

George Greig is a Highland Scot, born and raised in rural Aberdeenshire. He joined the army at the age of 16, attending the Army Apprentices College in Harrogate, North Yorkshire. This was a decision that changed his life. Now an established Entrepreneur, George owns an IT Software Solutions business and lives in Wiltshire.

Key Sales Points:

- A highly personal memoir taking readers through the highs and lows of military life.
- Contains a lexicon to help readers unfamiliar with military terms.
- An interesting exploration of how leadership and management work in the army.
- Ideal for readers who are fascinated by all things military, and who love frank and humorous memoirs.
- George is a keen poet and Untapped Potential features some of his poetry, including a Remembrance poem in memory of fallen comrades.
- A proud Highland Scot, George speaks Doric, a Scots language spoken in the north-east of Scotland. Untapped Potential touches on George's Scottish roots and features a Doric dictionary to introduce readers to this unusual yet fascinating lingo.
- Contains many black and white images to illustrate highlights of George's career in the Royal Signals

"George performed brilliantly, just when I needed him to. The phrase 'Better than Outstanding' springs to mind."

Lt Col (Retd) Andy Forster (Late R Signals)



PRESS RELEASE – for immediate release

George Greig

A Royal Story Signals a New Breed of Leader



Untapped potential lies in all of us, but it takes a special human to find the courage and lead the way during tumultuous times of conflict, unrest, and social disruption.

As many countries struggle to spotlight authentic leaders required for today's changing world, one man is ahead of the game with his empathetic leadership style. Despite his old-school 'do as I say' strategies experienced in the military in the seventies, this heroic man has shaped a modern-day leadership style as a role model for the next generation.

George is a Highland Scot of Doric descent, born and raised in rural Aberdeenshire. He joined the army at the tender age of 16, attending the Army Apprentices College in Harrogate, North Yorkshire. This was a decision that changed his life and forced him to rapidly mature as he led 1,500 Apprentice Tradesmen on his Graduation Day Parade, a rerun of the Queen's Birthday Parade at just 18.

After graduating as a Radio Telegraphist, George became the youngest Yeoman of Signals in the Royal Signals. The next 24 years were spent in "army barmy" mode, with George totally focused on each promotion at the earliest opportunity.

Over forty years on, George, now 63 and living in Wiltshire, is committed to making a difference to the lives of the younger generation, national security, and policing in the UK as an established entrepreneur through his IT Software Solutions business. He has expertly gleaned world-class communications, leadership, and mentoring skills through his life's experiences.

George says, "I have absolutely no doubt that my successful military career laid the basis for what has been a wonderful life. The bit in between was an incredible rollercoaster of excitement, challenge, and reward. It has given me the opportunity to do good things for Public Safety, people less fortunate, and society in general; what a reward and privilege that is. All that and I get to write, how lucky am I?"

On 26th July 2022, George finally dared to share and launched his memoir, Untapped Potential: Born in Scotland, Found in the Royal Signals, which charts the highs and lows of military life, and how he witnessed the chilling scenes of the ravages of war in conflicts such as the Gulf, Falklands, and Northern Ireland.

Lt Col (Retd) Andy Forster (Late R Signals) reveals, "George performed brilliantly, just when I needed him to. The phrase 'Better than Outstanding' springs to mind."

Notes:

- Untapped Potential: Born in Scotland, Found in the Royal Signals by George Greig, published by Book Brilliance Publishing, 26th July 2022, ISBN 978-1-913770-44-0, £14.99. To order, visit www.georgegreig.com
- Special edition hardbacks are available directly from the author's website only
- George is available for interview: gt.greig@btopenworld.com
- High-res images of the cover and the author available from the publisher: admin@bookbrilliancepublishing.com



+44 (0) 7535659791

brenda@bookbrilliancepublishing.com

www.bookbrilliancepublishing.com

www.facebook.com/book-brilliance

www.linkedin.com/company/book-brilliance-publishing

www.twitter.com/book_brilliance

