

Sue Stockdale Executive Coach



What is coaching?

The role of an CEO, leader or entrepreneur can be a lonely existence where there are not always opportunities to explore issues and receive feedback. Executive coaching offers a way of addressing a wide range of issues including interpersonal skills, business strategies and leadership style with someone who can provide impartial input and support.

What are the benefits?

- It builds clarity and focus to deliver on specified goals.
- Clients feel as though they have achieved an improvement in performance
- Benefits extend from career progression, business performance and personal wellbeing through to professional relationships.

It is a very powerful relationship between coach and client which helps the individual uncover hidden potential to achieve far more than they ever thought possible.

What is our coaching process?

We aim to ensure that all our clients are satisfied that they have achieved a significant return on their investment in coaching. To deliver this we ensure that the first session is focused on setting out clear and measurable objectives with the client. These are continually reviewed in subsequent sessions. We provide a written summary of each session and seek feedback on how we can improve our performance. If the coachee has a company sponsor, we invite them to also agree the initial objectives in order to increase the level of buy-in from the funding organisation. This specific focus on results and attention to detail helps both the client and coach get best value from their investment in coaching.

Coaching focus

- Coaching for outcomes that require vision, motivation and delivery of challenging goals.
- Highly experienced in developing women executives in leadership roles.
- Leadership issues including influencing, networking, managing change

Coaching Profile

Sue Stockdale is an experienced Executive Coach working with clients across a wide range of industry sectors. She began coaching as an Associate in 1998 with Performance Consultants/ Sir John Whitmore who pioneered the coaching methodology that has now become the benchmark in the UK.

Her corporate career was in a senior management role in Corporate Training and Development. She also led a major improvement project within the United Nations in the Former Yugoslavia. Sue's academic achievements include an MBA in Entrepreneurship and an MSc in Quality Management and she is author of *Kickstart Your Motivation* and *Secrets of Successful Women Entrepreneurs*.

Encouraging leaders to achieve their potential is something Sue is passionate about. Her coaching work is extensive, from coaching senior executives in corporates to supporting entrepreneurs across Europe in business start-up and growth. Sue serves on several national committees related to women's enterprise and is facilitator of the London Chapter of Women Presidents Organisation - for business owners with annual turnovers in excess of £1million.

In addition to her business credentials, Sue is also the first British Woman to walk to the Magnetic North Pole and has participated in expeditions to Antarctica, Greenland, Kenya, Chile and Geographical North Pole. Sue is a keen athlete and has represented Scotland in 3000m and cross-country events. She finished runner-up in Channel 4's Superhuman. She is author of *Kickstart Your Motivation* and *Secrets of Successful Women Entrepreneurs*.

Qualifications and Memberships

- Associate Certified Coach (International Coach Federation)
- Diploma in Business and Life Coaching (Association for Coaching recognised)
- Diploma in Coaching, University of Bath
- Certified NLP Practitioner
- Qualified in Myers-Briggs profiling
- Hypnotherapy Diploma
- Member of Association for Coaching
- Member of International Coach Federation
- Practitioner Member of ANLP

Examples of Coaching Assignments

Director in FTSE 250 Company needed to create a marketing strategy plan to improve revenues. As a result of coaching, revenues increased and communication within the company improved.

Academic professor wanted to reassess department goals and engage staff resources to deliver them. After coaching sessions, the staff had greater clarity of direction and morale increased.

A leader of a major organisation sought to improve job satisfaction and work life balance. Coaching enabled her to develop greater team co-operation, improve confidence, create quality thinking time for self and make "me time" a habit.

Group Director wanted to develop an overall strategy for the business and had an issue with managing time. Coaching helped him gain clarity, create the strategy and obtain buy-in from key stakeholders.

Testimonials

"Your coaching has made a tangible difference to me and the way I deal with my team. The consequences being an improvement in morale and the relationships I have with them".

Area Director, Major UK Bank

"Conversations with Sue have enabled me to think more clearly about certain challenges and to put issues into perspective. This has enabled a clear decision making process and better lines of communication with colleagues. Sue is a very good listener and is able to grasp the essential points of a discussion and give an objective response which is helpful."

Chairman, a national charity

Fees

Coaching works best in a package of sessions, allowing scope for in-depth development towards medium-term goals. Our experience shows typically around six sessions are appropriate, but we are flexible according to the client's needs. Contact us now to discuss your specific coaching needs and fees.

Contact Us

To find out more contact us on + 44(0)1367 244855 or info@suestockdale.com