



# Sue Stockdale

## Executive Coach

Sue is a highly experienced Executive Coach working with clients across a wide range of industry sectors. She was originally trained with, and worked as an Associate with Sir John Whitmore, who pioneered coaching methodology in the UK. Since then Sue has undertaken regular continuous professional development and holds a range of recognised coaching qualifications.

She brings a powerful combination of business experience and psychological insight to help clients achieve transformational change. Clients describe Sue's style as confident, comprehensive, providing clarity, empathetic, assured, positive, adaptable, enjoyable and fun.

Her corporate career included a senior management role in Training and Development where she introduced a major change management programme into a UK utility and led a major improvement project within the United Nations in the Former Yugoslavia. In 1997 she began coaching clients, and generally works with Executives at senior management and board level.

Sue's academic achievements include an MBA in Entrepreneurship and an MSc in Quality Management. Her advice on motivation regularly appears in the media and she is author of *Kickstart Your Motivation* and *Secrets of Successful Women Entrepreneurs*; and co-author of forthcoming book on *Coping with Change at Work*.

As well as her specialism in business and entrepreneurship, Sue has developed a niche in coaching women leaders. She is Chapter Chair of Women Presidents Organisation in London, a global organisation supporting women business owners whose companies have annual turnovers in excess of \$1 million. Sue is also an accredited Facilitator with the Leader to Leader Institute, founded by Peter Drucker.

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.

### **Specialist Areas of Coaching**

- Executive coach specialising in visioning, strategy and change management.
- Highly experienced in coaching women executives in leadership roles.
- Most common issues that Sue coaches clients on are related to influencing, confidence, self-belief, work/life balance, managing the politics, career planning, business strategy.

### **Qualifications and Memberships**

- Associate Certified Coach (International Coach Federation)
- Diploma in Business and Life Coaching
- Member of International Coach Federation
- Member of Association for Coaching
- Certified NLP Master Practitioner
- Qualified in Myers-Briggs profiling

*For further information regarding fees and availability contact Sue Tel +44 (0)7780 670664*

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## Client List

Here are a sample of organisations and sectors in which Sue has worked as an executive coach:

<i>Corporates &amp; Organisations</i>	<i>Small Businesses &amp; Individuals</i>
<b>Barclays Bank</b>	<b>IT Consultancy</b>
<b>Birmingham City Council</b>	<b>Theatre Group</b>
<b>Business Link</b>	<b>Marketing agency</b>
<b>Government Office for East Midlands</b>	<b>Career coach</b>
<b>Kingston University</b>	<b>Language Consultancy</b>
<b>The Wrigley Company</b>	<b>Board Director</b>
<b>Capita</b>	<b>Communications Consultancy</b>
<b>Rugby Football Union</b>	<b>Healthcare professional</b>

## Examples of Coaching Assignments

**Board 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.

**Dean of Academic Faculty** 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.

**The Managing Director 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 herself 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.

**Manager in a District Council** wanted to improve her ability to influence colleagues and stakeholders. Coaching helped to provide greater psychological insight and understanding, which enabled her to have a wider range of behaviours to choose from. As a result her time management and delegation improved.

## Testimonials

“I felt the coaching process with Sue was helpful in encouraging me to define and plan to meet my goals. It has taught me that it is possible to make interventions in situations that previously seemed difficult to change.”

***Managing Director, Property Consultancy***

“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”.

***Director, Major UK Bank***

“Discussing various ways with Sue of building a better team spirit with fellow Trustees has given me the confidence to take action on issues that needed addressing - to ‘grasp the nettle’ when necessary. I believe this has led to a more cohesive team and one in which members feel comfortable to express their opinions.”

***Chairman, a national charity***