



Overview:

Ali is a Chartered Occupational Psychologist and an Accredited Master Executive Coach. She has 26 years' experience in consultancy, has coached up to Senior/Board level for 16 years and has over 2,500 hours coaching experience across a broad range of sectors. She was previously Head of Coaching at a large Talent Management organisation and now runs her own coaching and consulting business. Ali uses a range of coaching approaches depending on the individual's needs, including techniques which encourage clients to develop a toolkit and become their own coaches. The focus of her coaching is always on improving her client's performance – business relevant goals are set and reviewed throughout. Ali has an engaging style and uses warmth, humour and candour to connect with clients and enable insights. Clients have described her as "an inspiring coach", "an excellent coach." Other comments include: ***"the best thing that has ever happened to me professionally."*** ***"Ali has been essential help to me in navigating some significant changes to my role."*** ***"Ali has a lovely style and builds relationships quickly, combining this with challenge and insight."***

Representative Client Engagements:

- **Senior director in a global organisation.** Coaching helped him cut his hours significantly, shift his focus from operational to strategic, revamp his team's structure to be more efficient and fully take up his position in the hierarchy. Following coaching he was promoted and described himself as "having a second wind."
- **New Regional President of a global oil company** supporting him in exploring and understanding personalities and team dynamics enabling him to on-board effectively and secure engagement for his plans.
- **High value board member at financial services company**, working on self-belief. The coaching moved her from a self-rating of 2/10 to 8/10 for confidence. She described the coaching as "transformational" and her HRD described her as "having a completely different level of impact."
- **Chief Exec of a UK sporting body** to support him in building effective relationships with the board, navigating the political landscape successfully and managing a significant workload.
- **Newly appointed VP**, successfully supporting her to take up her authority, successfully execute the role, re-stabilise the business after a period of turbulence, build morale and become a 'leader that others want to follow.'

Expertise:

- All leadership topics including, but not limited to:
 - Stepping up in role,
 - Developing self-belief, influence and presence
 - Moving from doing to leading
 - Personal style, communications and relationships
 - Managing stress/workload

Client Types/Levels of Experience:

Aspiring Partners, Partners, Directors, MDs, Senior Executives, Board Members, Junior & Middle Managers

Industry/ Functional Experience:

Sectors include Leisure, Financial, Public Sector, Professional services, Social Media, Transport, Manufacturing, Oil and Gas, Sport, FMCG, Tech

Representative Clients:

Facebook, Thomson Reuters, Orange, Verizon, Wolverine, Phoenix Life, IHS, First Data, BMW, Medidata, JLT, Statoil, Aker, Alstom Transport, Unilever, Novartis, Santander, PWC, KMPG, Sport England, British Mountaineering Council, Exxon Mobil, Sanofi, Imperial College.

Professional/Corporate Experience:

- Coaching Psychology; Exec Coaching & Talent management
- Right Management; Head of Coaching
- Career Psychology; Consultant Psychologist
- Reardon Consulting; Employee Research
- Harris Interactive; Associate Director

Training and Education:

- MSc Occupational Psychology (Birkbeck). BSc Social Psychology
- Diploma in Coaching Psychology (Centre for Coaching)
- Supervising other coaches: Foundation course in Coaching Supervision, Supervising with the Team and Organisation in Mind, Group Supervision (Bath Consultancy)
- Higher Ed Certificate in Counselling and Counselling Skills

Certifications:

- Chartered Psychologist (British Psychological Society)
- Accredited Master Executive Coach (Association of Coaching)
- Registered Psychologist (Health Professions Council)
- Level A and B psychometric testing
- Psychometrics: MBTI, OPQ, MQ, Hogan Suite, TMP, Personal Directions, LEA 360, Strengthscope