

*'Mia is the Harry Potter of coaching:  
sensitive, tenacious and inspiring  
in equal measure. A great teacher  
for muggles and wizards alike'  
(Divisional Head,  
Hall & Partners Europe Ltd.)*

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#### **What is the point of executive coaching?**

Executive coaching helps people in business solve the problems they encounter every day. Here are some examples of issues I've coached people on. In each case, coaching has provided the catalyst for significant shifts:

- *How can we make this business successful?*
- *How do I stay focused?*
- *How can I cope better with stress?*
- *How do we grow the next generation of leaders?*
- *How do we set a vision for our company and bring everyone with us?*
- *How do I think long term when I'm fully occupied on the day-to-day?*
- *How can I get my team to work well together?*
- *How can I eliminate stage fright?*
- *How could we change our culture?*
- *How do I get promoted?*

I don't tell clients what to do, nor do I come in

with all the answers. I work *with* clients, using a structured process to set goals, discover options and remove barriers so they are free and motivated to act and make changes.

#### **Who has executive coaching?**

Individuals and teams who want a shift of some kind. I coach senior people working in fields as diverse as media, airlines and insurance. Each coaching conversation is tailored around the specific individual or team and their needs.

#### **When's a good time to start?**

Coaching can make a difference at any time, but can be particularly valuable at times of change. Either when change presents itself, such as a new role or a new team, or when change needs to happen for everything to shift up a gear.

#### **How does it work?**

I offer coaching programmes typically lasting 6-12 months. Coaching sessions are face to face or conducted over video conference, with each

session lasting 90 minutes or 2 hours. Coaching sessions are confidential. Objectives are agreed with the individual, often with input from a line manager or a colleague. A coaching report provides a useful record and stimulus. This is shared between the person being coached and me. I also offer deep dive Coaching Intensives, either standalone or incorporated into longer coaching programmes.

#### **Why Mia Kennedy?**

What I do works. The benefits of working with me are that I will help you to get clear, find new solutions and move forwards on issues that are important to you. I will help you accomplish far more than you would on your own.

*'My monthly coaching sessions with Mia have been invaluable in helping me to focus on what really makes a difference. Mia offers an energising and refreshing intervention that should be experienced by all senior executives.'*  
(Andrew Crawley – CEO IAG Cargo)

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*'Mia provides quality time without the insanity''*  
(Sarah Doukas – Founder + MD of Storm)

I have been a senior manager – I headed up the strategic planning department at board level in the UK's foremost advertising agency AMV.BBDO.

I am an experienced and qualified coach and have coached many senior leaders in the UK and internationally.

*'I would recommend Mia wholeheartedly to anyone who is ambitious enough to want to be world class at their job, but who is modest enough to realise that they might get there faster with someone else's help'*  
(Jim Moffatt – EVP Asia Pacific R/GA)