

## Coach Profile

### Caroline Wolf



**Nationality:** British

**Residence:** London

**Languages:** English, German, working French

**Areas of expertise:**

Management & team coaching

Marketing & communications

Retail

Image coaching

Coaching for the physically disabled

## Corporate and Management Experience

Caroline Wolf has over 25 years of professional marketing and communications experience. Caroline worked for several leading international advertising agencies including Ogilvy & Mather and Saatchi & Saatchi and was an Executive Board Director of Publicis for a number of years.

Caroline has also had in-depth retail experience working with some of the UK's leading retailers. She served as Group Marketing & Advertising Controller and was a member of the Senior Management Team of Dickins & Jones Ltd, with retail marketing responsibilities with both Harrods and House of Fraser. Caroline also worked at the high street level with Boots the Chemist health & beauty stores.

Caroline's international experience is extensive, having worked with companies from the Far East and Australasia to the United States. Currently, Caroline works across Europe, mainly in London and Düsseldorf. As a persuasive motivator and with a comprehensive knowledge and understanding of global and domestic modus operandi and modus vivendi, Caroline brings a unique and all-round expertise to international communications in the fields of Coaching, Consulting and Communications.

## Academic Qualifications

Dip. CAM (Communications Advertising & Marketing Foundation)

## Coaching Education and Certification

Dip. Life & Business coach (Coaching Development, ICF-accredited)

ICF Associate Certified Coach

MBTI Practitioner

## Memberships

Member, International Coach Federation  
Member, British Businessman's Club, Düsseldorf

## Coaching Approach

### (com)passionate

Caroline is passionate about coaching and working with people who really want a change or to feel fulfilled in their personal and/or professional life. Caroline shows extraordinary understanding of people and believes in supporting change and 'the next step'. As she says: "you can't go forward if you keep looking back".

Caroline finds out what motivates you, what excites you and what ultimately holds you back. With compassion, support and motivation, Caroline works right alongside her clients. And she says clearly "there's no point having dreams if you don't get to live them". She helps clients to distinguish between reality and fantasy and they choose the life that is 'right' for them. It is a holistic approach.

Working with Caroline means there's nothing to lose and everything to gain. Above all it is creative and fun. Within her approach she uses classic coaching techniques as well as best practices from NLP and TA and MBTI. "Whatever works for the client is what is important" not the methods I use. Belief in the client, belief in their dream and getting to realize their dream is what is important. It is what counts."

## Other Activities

Water sports, especially scuba diving, swimming and underwater photography  
Well-being & fitness  
Disabled sports  
Cinema, Theatre, Arts