

## Coach Profile

### Sue Powell



**Nationality:** British

**Residence:** London

**Languages:** English

**Areas of expertise:**

Executive & leadership coaching  
Co-actively creating choice and finding solutions based on her client's personal and organisational vision and values

## Corporate and Management Experience

Sue Powell has a proven track record of achievements in marketing, customer service and business development of consumer brands for FTSE 100 companies. She has worked in large corporate and start-up ventures including Whitbread, Virgin, Granada, and Colgate Palmolive and was involved in the acquisition and integration of Berni Inns into Whitbread PLC and Forte into Granada PLC. Previous roles have included Marketing Director, Divisional Sales and Marketing, New Product Development, Sales Management and Retail Planning. In 2000 Sue started as an independent business consultant and she brings this, together with her extensive corporate experience, to her coaching work. She has taught Professional and Personal Development for Managers on the faculty of a London University and is a business mentor for the Princes Trust. She provides coaching to executives at all levels and facilitates workshops and management groups.

## Academic Qualifications

Masters in Business Administration (MBA); Manchester Business School  
Bachelor of Science (Hons) Dietetics; University of Wales

## Training

Co-Active Space Leadership Programme: CTI, Sitges, Spain  
Accredited Practitioner of the Emotional Competence Inventory: The Hay Group  
Licensed Firework Career Coach  
December 2006: MBTI and Firo-B Qualifying Programmes: USA

## Coaching Education and Certification

Certified Professional Co-Active Coach (ICF accredited): Coaches Training Institute

## Fundamental and Intermediate Co-Active Coaching Programmes: Coaches Training Institute

### Coaching Approach

Sue is particularly passionate about helping people to make conscious choices and about understanding the full impact of leaders on those around them. She works as a Co-Active Coach with clients in three key areas:

- *Fulfilment*: Clients want fulfilling lives and the coaching focuses on what will make life fulfilling for the client and where appropriate, what is getting in the way. (values and vision)
- *Balance*: Clarifying what is fulfilling is the first step; clients want action - in a way that sustains and enriches their life. Clients want a life that has balance - and a 'balanced life' will look different for every client. The coaching focuses on an action formula that moves clients from considering options, through choice, planning, commitment and into action.
- *Process*: as a coach Sue helps clients develop a more effective process for life. If Balance coaching leads to action, the 'doing', process coaching leads to 'being' more fully in their lives.

Her coaching focuses clients on both 'doing' and 'being' and on moving forward and taking action - and, at the same time, learning who they are (and who they want to be) that makes the 'doing' more effective and more sustainable.

### Other Activities

Sue continues part-time as an independent marketing consultant, specialising in the leisure and retail sectors. She creates and delivers marketing and planning programmes for people in business start-ups, focussing on demystifying marketing jargon, creating cost-effective pragmatic approaches to marketing, customer service and developing brands.

She is an occasional conference speaker and writer of articles for local and in-house publications.