

Sandra Whiles : Coaching Profile



Coaching approach, philosophy and methodology:

My clients describe their coaching investment as life changing, deeply challenging and fun. I listen, ask the questions that help them get understanding, provide support as they find their own definitions of success and help them shape action plans to get to where they want to be. I expect a lot from my clients and in turn, I give a lot back. This works well and people say they enjoy this approach and the success it brings.

My coaching style is based on research and lets clients reflect, energise and deliver, but also provides practical resources so that they continue to thrive and develop after the end of their coaching programme. I use a strengths-based approach to my work, drawing on positive psychology and appreciative enquiry, working in a holistic way, recognising the influence of values, beliefs and preferences on leadership behaviours.

On a personal level, success for me has always been leaving a job or project in such a way that there wasn't a gap. I take the same pride in my work as a coach and aim to leave my clients in a strong, resilient place with the tools to go on and succeed in the longer term.

I mainly work face-to-face with email/telephone contact and support in between sessions. I use a range of creative tools, models and techniques to help my clients succeed.

Coaching experience:

I've worked as a coach and mentor with managers, directors and high potential staff across the public, private and third sectors for well over a decade. This has been as an individual, senior team and group coach. I love seeing the results that high-quality coaching delivers. Through my coaching work, I help people and organisations find their own way to drive and sustain significant change, development and improvements. I love challenges and I am passionate about positioning coaching and mentoring within an overall strategic framework of business improvement.

Recent coaching assignments include:

- External executive coach working with senior staff in a range of organisations including Fire and Rescue, Police, CCGs, Housing Associations, Councils, NHS Collaborative Procurement Partnership
- Leadership and business coach working with individuals around leadership success, confidence, presence, business planning, project delivery, resilience, career direction
- Working with SME business owners in individual and group coaching settings around business development and succession planning
- Career coaching for people looking to develop their careers and succeed in senior interviews
- Designing and delivering training and support to a national network of mentors across local government
- Designing and delivering a range of CPD sessions for other coaches

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- Facilitating collaborative workshops between organisations to help them shape and deliver change programmes
- Working with Local Government East Midlands and the District Council Network to support the Local Government Challenge programme
- Advising networks and organisations around coaching culture, coaching infrastructure and culture change
- External coach on the cross-government Early Talent Programme
- Bespoke Team High Performance Coaching for a range of organisations, including Northamptonshire Police, the 5 East Midlands Chief Constables, Hinckley and Bosworth Borough Council, Nottinghamshire County Council, Her Majesty's Prison Service, Leicester College, LOROS, the National Skills Agency, Teach First.
- Designing and delivering Leadership Development Programmes

Professional Background:

I was in the public sector for over 30 years before leaving in 2016 to concentrate on my coaching practice. My final role was Chief Executive of a high performing Council where I took a coasting, risk-averse business on a journey from average to great during challenging times across the public sector. I did this by believing that people and teams thrive in a culture of learning, challenge and ambition. Alongside this role, I worked at a national level with various organisations mainly around health, wellbeing and housing issues.

In 2016, I left local government to spend my time making a difference to a wider group of people and organisations. I now work with individuals, groups and senior teams using my experience as a Chief Executive and an executive coach to challenge and help people succeed.

Qualifications:

- Barefoot Coach Training Course in Business and Personal Coaching
- Postgraduate Certificate in Personal and Business Coaching, University of Chester
- Diploma in Management Studies
- Inalpta Coaching Diploma in the Art and Science of NLP Coaching
- NLP Practitioner
- BSc in Environmental Sciences

Membership of coaching bodies:

- Professional Certified Coach, International Coach Federation
- East Midlands Coaching Network
- Coaching Connections, Birmingham

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