

## Executive Coaching Profile

**Adrian Goodall**

Board Level Executive Coach

**Based in:** United Kingdom**Languages:** English**Coaching style**

Adrian's aim is for his clients to build confidence and leadership, think more strategically and meet personal and organisational change and challenges more effectively. To enable this, he supports them in identifying and bringing together the skills and experience they already have and, sometimes, offer his own experience and ideas. Adrian is impartial and exploratory, and both supportive and challenging of his clients as they develop actions for change.

Adrian's career as a top-ranked equity analyst with companies including Goldman Sachs and SBC Warburg (UBS) involved working closely with leading international investors, top industry executives, corporate financiers and lawyers. As Director of Strategy at Thus plc, a national telecoms and Internet services provider, he reported directly to the CEO and worked closely with senior management across the business. During his years in the 'City', he also established a major mentoring initiative with Business in the Community and graduated through the Common Purpose leadership development programme.

As a coach, he has worked with Managing Directors, Directors and Partners in the financial, insurance, legal, technology and media sectors. His objective is for his clients to build confidence and leadership, think more strategically and meet personal and organisational change and challenges more effectively.

**Qualifications, accreditations and memberships**

- International Coach Federation Associate Certified Coach (Certificate and Diploma through Coaching Development)
- Member of the Association for Coaching
- NLP Business Practitioner
- Currently working towards accreditation in Clean Coaching.