

## Executive Coaching Profile



### Alison Maxwell

Board Level Executive Coach

**Based in:** United Kingdom

**Languages:** English

**Qualifications:** MA

Alison's industry background has given her over 25 years' experience of operations research, change and organisational development, learning and development gained while working in large organisations in the manufacturing, pharmaceuticals, travel, financial services, and retail sectors.

Her coaching experience incorporates a wide variety of clients, including Board and senior leadership of FTSE100 Companies (in sectors as diverse as financial services, travel and tourism, retail, and manufacturing), as well as work in the private sector in healthcare, education and with development authorities. Issues addressed cover a similarly broad range: self-esteem and confidence; working to uncover and deal with blocks to enhanced performance; relationship difficulties with peers and teams; challenging and confronting underperforming teams; career development and life-work balance; presentation skills and political awareness; and creating clarity and focus around future direction and strategy.

### Qualifications, accreditations, and memberships

- Post-graduate Certificate in Supervision for Coaching and Mentoring
- MA (with distinction) in Coaching and Mentoring (Oxford Brookes University)
- Member of the Association for Coaching
- Member of the European Mentoring and Coaching Council
- Member of the teaching team on the MA programme at Oxford Brookes.

### Selected clients

Aero Engine Controls  
Boots Opticians  
Boots The Chemists  
Camelot  
G4S  
GKN  
Johnson & Johnson  
NHS  
Pentland Group  
Speedo  
Thomas Cook Group.

### Coaching style

Alison's initial aim is to understand her client's world and world-view, in order to establish a clear context and relevant goals for the coaching process. Through a process of questioning and active listening, she helps clients achieve insights into the issues they face, and how they may be limiting themselves (or others) unintentionally. Where relevant, she uses a range of coaching and profiling tools to accelerate self-awareness and understanding. She works to build her clients' willingness and ability to act, enhancing their sense of self-efficacy, purpose and direction. She takes her lead from her client's unfolding agenda, flexing her approach to fit the needs of the moment and the overall goals of the coaching relationship, encouraging them to connect with – and be – their 'best self' for more of the time.