

Executive Coaching Profile



Elaine Wilson

Board Level Executive Coach

Based in: United Kingdom

Languages: English

Qualifications: PgDip FCIPD

Elaine is Principal Consultant and Business Director at ASK with a varied portfolio of public and private sector clients.

An experienced organisation and management development specialist, she has with over 15 years' experience in management and consultancy roles. Although her work was previously predominantly within the private sector, in recent years she has been working more frequently in the public sector.

Elaine has extensive experience in the design and delivery of behavioural change interventions for blue chip companies on a wide range of management development and assessment assignments, as well as major organisational change programmes and 360 degree feedback. Her skills lie in working with individuals or groups to drive real behaviour change and deliver improved personal and business results for her clients.

Qualifications, accreditations and memberships

- Postgraduate Diploma in Personnel Management
- MBTI Step 1 and 2, FIRO-B, SHL QPQ and MQ, Type Dynamics Indicator
- Chartered Fellow of the Chartered Institute of Personnel and Development
- Member European Mentoring & Coaching Council (EMCC)
- Certificate in Executive Coaching (Strathclyde University).

Selected clients

Abbey National
 AllianceUnichem
 Astra Zeneca.
 BAA
 BP
 British Plaster Board
 Department for International Development
 Department for Work and Pensions
 GlaxoSmithKline
 Habitat
 National Probation Service
 Virgin Megastores
 Vodafone Corporate Services
 WH Smith.

Coaching style

Elaine specialises in performance coaching and transformational coaching – the former for executives who need help to address a specific development area; the latter for high potential individuals who are being groomed for bigger roles or where they have been recently appointed and need support to make an impact during their first few months.

Elaine has a facilitative approach that combines support and challenge behaviour according to her assessment of the client's situation. She adds value to the individual's thinking by asking probing questions and opening up possibilities by exploring a breadth of options.