



### James Scouler

Board Level Executive Coach

**Based in:** United Kingdom

**Languages:** English

**Qualifications:** PgDip

James became a professional coach in 2004 after 11 years as a CEO in USA and UK-owned multinationals and nearly 30 years in industry. As a CEO, he led international companies with sales up to £100m and worked with a coach for four years.

For the last seven years, he has been coaching board-level clients, including CEOs, subsidiary MDs, MD-owners of private firms and department heads.

He is the author of *The Three Levels of Leadership: How To Develop Your Leadership Presence, Knowhow & Skill*.

### Qualifications, accreditations and memberships

- Postgraduate Certificate in Executive Coaching
- Postgraduate Diploma in Coaching & Development
- 4 years training in applied psychology at Institute of Psychosynthesis, London
- Accredited Coach and Member of the Association for Coaching
- Member of the European Mentoring & Coaching Council
- Accredited to coach using the FIRO Elements® and Belbin team role tools

### Coaching style

James naturally stresses four themes, whatever the assignment.

First, a safety-stretch balance. That is, combining safety for the client to touch on sensitive issues, knowing he will offer nothing but unconditional respect, without judgement; with enough stretch to step outside their comfort zone and speed up their learning.

Second, that we are more than our mind, feelings and body – meaning we can always move beyond our old mental, emotional and behavioural habits.

Third, clear coaching outcomes from the outset with progress reviews halfway through and at the end.

Fourth, respect for the client's free will choices – meaning he does not impose his own priorities.

In action, he combines sensitivity with being challenging, and professionalism with a sense of humour.