



Martha Simpson

Board Level Executive Coach

Based in: United Kingdom

Languages: English

Qualifications: MA, BSc

Martha has held directorate level roles in Education, Family Support and Mental Health, including a period as a Chief Executive. Roles in employment have been at a strategic level and have often involved negotiations at a senior level in health, education, social services and with government. Responsibilities have ranged from strategic management of 25 mental services to CEO of the largest childcare membership organisation in Scotland, and consequently Martha has extensive experience of leading change, organisational development, and building high performing teams. Martha's staff facing roles have reflected her belief in the potential of each person to reach beyond their limitations if given the right support, tools and context for growth.

Martha combines significant executive experience with qualifications in coaching. Having researched the impact of coaching on women in senior roles for her Masters Degree she has a special interest in coaching women executives but retains her choice of coaching both men and women.

Since starting her coaching business late in 2007, Martha has worked with leaders in strategic roles, many of whom are isolated by the nature of the role, or are facing major challenge or change. She works one to one, and also facilitates and coaches strategic teams. She is currently coaching across a range of sectors.

Qualifications, accreditations and memberships

- Masters Degree in HRM – research examined the impact of coaching on women in senior roles
- BSc in Social Sciences
- Diploma in Corporate and Executive Coaching (Distinction)
- Diploma in Personal Performance Coaching (Distinction)
- ANLP Accredited NLP Practitioner
- Fellow of Chartered Institute of Personnel & Development
- Member of the Association for Coaching
- Licensed Trainer with The Coaching Academy
- Accredited to administer DISC psychometric profiling.

Selected clients

- Ledingham Chalmers LLP
- Rolls Wood Group
- Royal Bank of Scotland
- Drumrossie Property Development Ltd
- Alzheimers Scotland
- Thorpe Molloy Recruitment Ltd
- Counselling & Family Mediation Scotland
- Robert Gordon University
- ACI Limited
- Grampian & Fire Rescue Service.

Coaching style

Martha offers neutral objectivity and supportive challenge to clients. She sees coaching as an action focussed partnership and recognises that clients work and live in a 'context'. Her approach is transformational. Martha is comfortable working both face to face and on the telephone seeing both as having special merit. She believes that, with support, the client is the expert on the best course of action, and sees herself as the expert on the coaching process and goal achievement. As an NLP Practitioner she brings this additional skill to her coaching.