



Sarah Mast

Board Level Executive Coach

Based in: United Kingdom

Languages: English

Qualifications: MA

Sarah is an experienced consultant in the field of organisational and individual development, whose first choice of career was to be an accountant. This legacy means that she brings a pragmatic, business focused edge whilst being committed to creating and delivering innovative development processes.

Sarah has been an associate of ASK Europe for over a decade, providing a broad portfolio of developmental activity in public and private sector clients. She is a long serving member of the delivery team on the ASK Open Leadership programmes.

Qualifications, accreditations and memberships

- MA in Human Resource Development
- Diploma in Coaching
- Accredited to administer MBTI® Steps I and II, FIRO-B®, FIRO Element B®, SDI, Belbin
- Fellow of the Chartered Institute of Personnel and Development
- Member of the European Mentoring and Coaching Council
- Master Practitioner, NLP and Accelerated Learning
- Learning Facilitator/Programme Director, CMD, London Business School.

Selected clients

Anglian Water
BP
Care UK
Department of Work and Pensions
FTSE
INVESCO
Philips/NXP Semiconductors
PriceWaterhouseCooper.

Coaching style

Sarah has a direct, honest and pragmatic style. She uses her intuition as well as the tools, techniques or processes that she has learnt in order to ask the questions that get to the core of the issue presented. She finds that the 'tipping points' come by enabling individuals to get clarity, get energy and get specific practical actions that do create wanted outcomes. She also has been known to give a view, not just ask questions.

She particularly seeks work with clients facing real challenges (rather than in the context of coaching as a reward); clients who want/need to work on challenges created by external forces (such as feedback, enforced business changes within/out of their areas, or a major opportunity), or those who are held back by internal resources (including lack of self belief, confidence issues, or a lack of skill).