

Linda Woolston

Overview

Linda is a business coach and consultant, who is committed to supporting clients in articulating their goals and dreams for their organisation or themselves and, through coaching, to enable clients to access more of their abilities, strengths and potential to achieve those goals. Linda had a former successful career in HR where she was known for her commercial and practical contribution at Board level. Linda thrives on variety – in breadth of clients and range of work. Coaching is at the core of her working life. She is known for the enthusiasm, energy, strategic vision and creativity that she brings to all that she does, whilst always retaining a grounded and practical approach.

Coaching Examples

- In a global law firm, Linda coached the newly appointed Senior Partner to identify priorities in the new role, and to deploy his unique strengths in his approach to leadership and organisational change
- In an independent TV production company, Linda coached the MD after having bought the company to develop: confidence in the MD / ownership role, vision and strategy for the company, and leadership strengths
- In support of a strengths based leadership programme, coached three divisional board members of a FTSE 100 company to enable them to access and develop their strengths – outcomes have included improved business performance, higher 360 feedback ratings, greater motivation and positive outlook
- Coached the creative community of a global TV production company through an innovative approach delivering individual coaching taster sessions at a Group conference – the feedback was so positive that regular coaching days are being introduced
- Coached a senior member of a political party and supported the party leadership in developing effective internal communications

Business Background

- 20 enjoyable years in HR, including eight years at board level, as HR Director of RAC Motoring Services and previously Dalkia plc (Vivendi) including responsibility for facilitating Board strategy events and Board effectiveness at RAC
- As a coach and consultant worked in both small and global companies on a range of projects including developing business vision and strategy, delivering 360 feedback, assessment centre design, business development and organisational change
- As a trustee and business supporter of Community Links for over 17 years, actively contributed to the development of this outstanding charity
- Director of We Are What We Do (www.wearewhatwedo.org), creators of the best-selling book *Change the World for a Fiver*
- Ambassador for Centre of Applied Positive Psychology (CAPP)

Qualifications

- BA (Honours) degree in Business Studies, Sheffield Hallam University
- Post Graduate Diploma in Personnel Management and Industrial Relations
- Fellow Chartered Institute of Personnel and Development
- Meyler Campbell Business Coach
- CAPP pilot strengths coaching programme
- Myers Briggs MBTI[®] and Life Orientations certification
- British Psychological Society – member of Special Group in Coaching Psychology
- Continuing professional development programmes, including coaching supervision

Other information

Linda is a passionate Sunderland football fan with a love of music, both playing and going to the opera and concerts. She enjoys travel, plays tennis, runs, walks and has recently become an enthusiastic boxer! Linda is also a fan of good food and dining out.