



Linda Feerick

Overview

Linda is a business coach with international experience who specialises in leadership development. She has a financial services background and has held a range of senior business and HR roles. Linda has a diverse experience as a leader, from managing large teams in an operational environment through to specialist teams spread throughout the UK. This experience is invaluable in her work – she understands the pressures that today's leaders face from both a theoretical and a personal experience perspective.

Linda is passionate about developing leaders, particularly those who are technical experts but need support with the people side of their role. Her coaching style has been described as results-focussed and honest. She works with senior teams who want to improve their overall performance but need someone to act as a facilitator. She is not afraid to speak the unspoken and has created significant breakthroughs for teams who are willing to face uncomfortable moments.

Coaching Examples

- In a UK FTSE 100 company supporting a senior manager to progress to Director level
- Coaching the executive team of a high performing Council during a period of significant transformation
- In a high performing Police Constabulary Linda has delivered individual and team coaching to support delivery of performance to the public, which resulted in a national award
- One to one coaching in a telecommunications company to support their top talent programme
- In a manufacturing company one to one coaching for key employees which has contributed to improved decision making and record profits
- Delivering a postgraduate coaching programme for Singapore Armed Forces retired Generals resulting in a cadre of high quality coaches

Business Background

- Business Manager for FTSE 100 Company managing a business portfolio of over £30million and accountable for profit and customer satisfaction
- UK People Development Manager with the same company, managing a national team of personal development specialists
- MD of own business delivering tailored development solutions for a range of business sectors. Recent assignment includes designing a toolkit for delivering Wellbeing on behalf of the Police Mutual Foundation
- Honorary Teaching Fellow with Lancaster University tutoring on Postgraduate management and coaching programmes

Qualifications

- Bachelor of Music (Honours) degree, Hull University
- Master of Business Administration, Lancaster University
- Meyler Campbell Business Coach accredited by WABC
- Myers Briggs MBTI® and Life Orientations certification
- Mindfulness for Coaches
- Coaching using the principles of Gestalt
- HOGAN Assessment Systems Accredited
- British Psychological Society – member of Special Group in Coaching Psychology
- Numerous management, coaching and personal development programs

Other information

Linda surprised herself and others by completing the Oxfam Trailtrekker Walk in June 2013 and along with her Alliance colleagues raising a significant sum of money. This created a passion for walking which often involves chocolate and a pub. She is also a governor at her local FE College, which gives her the opportunity to use her business experience to make a difference in her own community. She is passionate about the power of conversations and balances her paid work with *pro bono* work for those who would not otherwise have access to coaching.