

## **Linda Woolston**

### **Overview**

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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 achieve those goals. Coaching is at the core of Linda's working life, and she thrives on variety – in breadth of clients and range of work. Through a grounded and practical approach combined with enthusiasm, energy, strategic vision and creativity she supports clients to unleash their strengths and potential, to reach new levels. Linda had a former successful career in HR where she was known for her commercial and practical contribution at Board level.

### **Coaching Examples**

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- 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 monthly coaching days have been introduced
- Coached a senior member of a political party and supported the party leadership in developing effective internal communications

### **Business Background**

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- 20 enjoyable years in HR, including eight years at board level, three as HR Director of RAC Motoring Services including responsibility for facilitating Board strategy events and Board effectiveness
- As a coach and consultant worked in both small and global companies developing business vision and strategy, designing and delivering Strengths Masterclasses, delivering 360 feedback, and designing creative coaching solutions
- As a trustee and business supporter of Community Links for over 19 years, actively contributed to the development of this outstanding charity
- Founder Director of We Are What We Do ([www.wearewhatwedo.org](http://www.wearewhatwedo.org)), creators of the best-selling book *Change the World for a Fiver*
- An Associate of the Centre of Applied Positive Psychology (CAPP) and Director of The Strengths Project
- Non-executive director of a timber company

### **Qualifications**

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- 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, accredited by WABC
- Myers Briggs MBTI® and Life Orientations® certification; Mindfulness for Coaches
- British Psychological Society – member of Special Group in Coaching Psychology
- Continuing professional development programmes, including coaching supervision

### **Other Information**

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Linda is a passionate Sunderland football fan with a love of music, both playing and going to the opera and concerts. She enjoys travel, tennis, running, boxing, walking and painting and is also a fan of good food and dining out.