



Linda Woolston

Overview

Linda 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 the variety it offers – in breadth of clients and range of work. Through a grounded and practical approach combined with enthusiasm, energy, strategic vision and creativity she supports teams and individuals to unleash their strengths and potential, and to reach new levels. Linda had a successful career in HR where she was known for her commercial, strategic and practical contribution at Board level.

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
- Worked with leadership teams in a law firm and a charity to unblock perceived obstacles, unleash quality thinking and clarify actions to achieve their goals
- 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
- Coach Jeremy Gilley, film maker and Founder of Peace One Day, working towards institutionalising 21 September as a global day of peace and non-violence

Business Background

- 20 enjoyable years in HR, including eight 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 in both small and global companies, designing and delivering Strengths Masterclasses, co-delivering coaching workshops, designing creative coaching solutions through to consulting with a political party to improve their internal communication
- As a trustee and business supporter of Community Links for over 20 years, actively contributes to the development of this outstanding charity
- Former roles include: Founder Director of We Are What We Do (www.wearewhatwedo.org), creators of the best-selling book *Change the World for a Fiver*; Non-executive director of a timber company; Director of the 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 of the Chartered Institute of Personnel and Development
- Meyler Campbell Business Coach, accredited by WABC
- Myers Briggs MBTI®; Mindfulness for Coaches; The Thinking Partnership (Nancy Kline)
- 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 from singing in a community choir, to going to opera and concerts. She enjoys travel, tennis, running, boxing, walking and painting, and is also a fan of good food and dining out.