



Doctor Susan Mitchell

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Through Dr Sue Mitchell's unique combination of practical and academic strengths, you benefit from well informed coaching that draws on insights from diverse situations, cultures and experiences to help you gain a fresh perspective, focus, clarity and inspiration.

A practical approach to coaching supported by academic ability and diverse knowledge.

Sue's coaching clients range from executive level (CEO, Directors) and business owners to non-managers, in private, public and third sector organisations. Sue's coaching style is values-based to work with clients around their personal (and, where relevant, organisational) purpose. She draws on a range of coaching models to suit the person where they will be relevant and help develop clarity and focus. Issues her clients bring to coaching include building confidence and self esteem, presentation skills, time management, leadership development, new promotions, business strategy, personal direction, career management and work:life balance.

Sue brings directly relevant knowledge about coaching, training, personal development, business, management and innovation and also diverse topics that contribute to her ability to introduce diversity and a fresh perspective to your life, work and organisation. Sue draws on her unique range of experience and knowledge about evolutionary strategy and ecology (including theory that can be relevant to business such as competition, interactions, communities, diversity, life cycles, optimal strategies etc), behaviour, leading expeditions, hot air ballooning, horse riding, navigation, sailing and scuba diving (to name but a few). In



In addition to coaching, Sue has over 20 years experience in developing people through training in many formats, such as team building for expeditions, as a scuba instructor, instructor trainer (train-the-trainer trainer), academic tutor, and lecturing.

Sue's unique background enables her to blend rigour and objectivity with intuition and creativity. She has herself experienced "stretching boundaries to peer over the edge" and "feeling the fear and doing it anyway". This gives her an authority and integrity to accompany you on your journey to stretch your boundaries and discover the best in yourself, your team and your organisation. She brings these characteristics to enhance your coaching journey:

"Can do attitude" – flexible and positive outlook, with a solutions focused perspective. Helping you to develop and maintain a positive approach. Sue is adaptable, responsive and responsible.

"Active listening, non-judgemental and insightful reflection" – to help you gain clarity and focus to develop a strong and purposeful approach.

"Stimulating, challenging, provoking and supporting" – able to ask probing and searching questions to support you to gain a fresh perspective:

- Raise your awareness by challenging assumptions you haven't realised you are making.
- Allow you to discover thoughts and knowledge "bubbling below the surface"
- Deepen your reflective learning and widen the opportunities this brings you.

"Ability to adapt and develop innovative solutions quickly" – for example on exploratory expeditions – leading people through anticipated and unexpected conditions, finding ways around the downright difficult and apparently impossible barriers to achieve our goals.

"Open to new experiences and adventure" – for example, sailing a 36foot yacht from Australia to New Zealand, climbing Mt Kenya.

Professional Recognition.



She is a member of the Association for Coaching and an associate member of the Institute of Leadership and Management. Her coaching qualifications include NLP Business Practitioner, Certificate in Performance Coaching and she is completing a Diploma in Corporate and Executive Coaching, for which she gained distinction (top grade) for her latest practical assessments. Other academic qualifications include an honours (and masters) degree from Cambridge University, a masters in marine environmental protection and a PhD in evolutionary ecology.

Aspiring to excellence. Just as she aims to inspire you and your organisation to aspire to excellence, Dr Sue Mitchell brings the same focus, enthusiasm and thirst for excellence to coaching as she does in other areas of her life and her previous work. She brings the same passion to non-work activities – for example, she gained the top grade in the 4 day exam to become a National Instructor for the British Sub Aqua Club, the UK National Governing Body for Underwater Activities (an elite of around 230 people since BSAC was started in 1953).