

# Sue Coyne PCC, FMRS, BA (Hons)

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## Profile

An inspirational and highly accomplished ICF accredited (PCC) Executive and Team Coach and Consultant with comprehensive national and international experience. Charismatic leadership style and collaborative team player, with excellent communication, negotiation and persuasion skills. A strategic and innovative thinker, confidently challenging the status quo to create realistic solutions to diverse and seemingly daunting challenges to leave a legacy of continual improvement.

## Core Competencies

- Executive Coaching
- Leadership & Influencing
- Sales & Marketing Expertise
- Leadership Team/Board Coaching
- Culture Change
- Market Research Consultancy
- Commercially Creative
- Professional Speaker
- Strategic Planning

## Career Summary

### Director, Executive & Team Coach & Culture Change Consultant

### Connectiveness Ltd & suecoyne.com

2006 - Present

An independently established Coaching and Culture Change Consultancy providing Executive and Team Coaching to professionals and business leaders up to Board level within organisations including the NHS, Astra Zeneca, DSM, DHL, TNT, Odeon/UCI, Pannone, Your Housing Group, Manchester Airport Group and Advanced Medical Solutions.

- Work closely with clients to ensure desired outcomes are achieved through bespoke Leadership Coaching Programmes
- Coaching Senior Teams and Boards through a series of interventions including full team/Board sessions on or off-site; observing team/Board meetings; live coaching as team/Board members go about their work; one to one coaching in service of the team/Board coaching programme
- Manage internal transformation for companies requiring culture change work. Design and implement workshops to engage employees and facilitate full understanding of and commitment to new mindset and behaviours
- Development of Master Classes, webinars and online courses etc

## Key Achievements

- Worked with the CEO of a cluster of PCTs in the NHS. The focus was to support the CEO to lead the organisation through the changes in the NHS as PCTs were wound down between 2011 and 2013. Also provided support in transitioning out of the NHS once the PCTs were replaced by CCGs. Resulted in resilient management during a challenging period of change
- Worked with the Owner/ Managing Director of a fast growing SME to ensure his leadership capability continues to meet the needs of the organisation. Worked on vision, values and purpose, building a high performing leadership team, prioritising and making appropriate time choices to energise and add value to the organisation. The business has significantly outperformed the sector and continues to achieve double figure growth
- Worked with the Shadow Board of two merging Housing Associations to ensure it was ready to function as a Unitary Board once the merger was finalised. Conducted board review diagnostic. Board made rapid progress in terms of effectively working together such that the Chair felt they had achieved in 6 months what would have ordinarily taken 2 years. Worked with the Board to develop post merger strategy taking account of the future needs of all stakeholders and the upcoming changes in the sector. The Board was seen as exemplary in the sector and the organisation has successfully met all targets in the first year post merger
- Worked with the SMT and Board of a fast growing company in the wound care sector post an acquisition which doubled the size of the company. Conducted diagnostics for both teams and worked on building an effective connection between the two through one to one and team coaching. The organisation is now in good shape for the next phase of its development and is achieving good short term results

### Coach & Proprietor

### Life Matters

2003 - 2006

- Set up Life Matters offering Personal Transformation and Well Being Coaching – Work / Life balance, stress management, life purpose, well being, performance coaching

**Strategic Development Director                      Business & Market Research PLC                      1999 - 2002**

- Worked to steer senior members of the management team to profitably build the company by developing its strategic direction, so enhancing the company's market value
- Helped to prepare the company for a successful sale
- Facilitated profitable growth by devising winning business strategies and running developmental workshops
- Added value to the business by initiating and developing strategic alliances with third parties
- Contributed significantly to successful change management as company underwent a restructure and new areas of business were developed

**Sales & Marketing Director                      Business & Market Research PLC                      1996 - 1999**

- Developed company sales, personally winning £2.5m business through high standards of consistent performance
- Led a management buy-out securing VC and Bank funding to grow the market research consultancy further leading to its sale to a large international US based company
- Acknowledged expert in customer satisfaction/retention, employee motivation and corporate branding, developing these into saleable products accounting for 50% of £5.5m turnover in 1999
- Increased sales and sales efficiency by implementing a culture change programme, from a reactive to a responsive and proactive culture capable of winning business, through a programme of breakfast meetings, training sessions and workshops
- Spearheaded improvements in internal communications; set up a working party and developed a successful strategy with external agency, covering company mission and values, bi-annual company meetings, team briefings, internal newsletter and project related communication to address a long standing issue
- Improved company marketing and market penetration, developing and copywriting an innovative web site

**Earlier Career History**

Board Director & Shareholder                      Business & Market Research PLC                      1982 - 2002  
Sales & Marketing Graduate Trainee                      3M UK Ltd                      1979 - 1982  
Fellow Market Research Society (MRS) 1988  
Sat on MRS Professional Development Advisory Board, Marketing Market Research Board and Membership & Respondent Interviewer Interface Committees  
Chairman of North West Region of MRS

**Conference Papers Delivered**

*Coaching:*  
AoEC London 2009, EMCC Dublin 2009, EMCC Amsterdam 2010, ICF Madrid 2011, EMCC Athens 2013  
*Market Research:*  
Utilities NPD Conference - Converting Apathy to Empathy - the role of product development in the era of relationship marketing.  
Research 1999 - Joint paper on Integrated Customer and Employee Research  
Distributech, Florida - Customer Retention and Loyalty in the Utilities Sector  
MRS Conference 1997 - A View from Behind the Clipboard  
GIMRA Conference 1997 - Knowing Me, Knowing You - Insurance sector relationship marketing  
Research 1997 - Cinderella Goes to the Ball - Employee Research

**Education, Qualifications and Professional Memberships**

Member of International Coaching Federation  
PCC Designation from International Coach Federation  
Diploma in Systemic Team Coaching via AoEC                      2011  
Gestalt Coaching Certificate                      2009  
Diploma in Advanced Executive Coaching - The Academy of Executive Coaching (ICF Accred.)                      2008  
Diploma in Executive Coaching - Distinction - The Coaching Academy                      2003 - 2005  
Institute of Marketing Certificate                      1982  
BA (Hons) in Modern Languages 2:1 - Coventry University, Warwickshire                      1975 - 1979  
A Level – History, French, Spanish  
O level x 11 including Maths and English

**Language Skills**

Fluent in French and Spanish and basic conversational skills in German and Italian