

## **Personal History of Sue Coyne**

### **My Inspiration**

In 2003 I began my second career in executive coaching. I chose this path as it enables me to combine my passion for leadership with my desire to enable others to realise their potential. My purpose in doing this work is to enable the sort of leadership which transforms organisations into places where people can be at their best, make a full contribution and feel fulfilled.

Collaboration is at the heart of the type of leadership organisations need for the future and it is also at the heart of how I operate. I collaborate with a number of organisations with a similar philosophy to my own as an associate.

### **Major Accomplishments**

Your growth and development is what really matters to me and so the accomplishments that I am most proud of are seeing the leaders and teams I coach, the coaches I work with and my own children transform to become the best they can be and really enjoy success.

There have been business accomplishments which I am proud of:-

- Building the market research consultancy I was an Owner Director of to be in the Top Ten in the UK
- Leading a management buy-out and getting VC and Bank funding so that we could grow the market research consultancy further and then selling it to a large international US based company to further its growth
- Developing a culture in the market research agency in which people were focussed on client relationships and growing the business through deepening those relationships

I was proud of the reputation and status I achieved in market research. I sat on industry Committees, chaired the North West region, regularly gave papers at conferences and was a Fellow of the Market Research Society.

Changing career to become an Executive Coach was tough after having been so successful in market research. In order to advance as a coach I have studied to get recognised qualifications in Advanced Executive Coaching and Systemic Team Coaching. Having completed more than 1,000 hours of coaching I was accredited by the International Coach Federation (ICF) as a Professionally Certified Coach (PCC).

### **More about my Biography**

- Languages are one of my passions; I graduated in French and Spanish and speak these languages fluently. I take every opportunity to practice speaking them and aim to find a way to bring them more into my work.
- I began my career in sales and marketing and spent the first 4 years working for 3M in the Automotive Division selling and marketing abrasives and tapes.

- As a Director and Shareholder of an SME I understand what it is like to run a business and be an Executive and Board Director
- During my 20 year career in market research I operated at Board level as a market research consultant specialising in customer satisfaction and loyalty; employee satisfaction and loyalty and brand strategy. I worked across sectors with major blue chip clients especially in financial services, utilities, transport and retail.
- Besides my coaching work I have trained in values based culture transformation. I have worked on transformations in global organisations both designing interventions and delivering workshops in Europe, USA and Asia.
- I am divorced and have two wonderful children aged 24 and 21 who are blossoming into amazing adults before my eyes.
- Travel is important to me. I visited Bhutan <http://www.bbc.co.uk/news/world-south-asia-12480707> in December 2012 and was mesmerised by the incredible culture, generous people and their groundbreaking focus on Gross National Happiness.

### **My Plans for the Future**

I plan to make the next 10 years and probably the final 10 years of my career, the best yet. Some of the ideas I have on how to do this are:-

- Make some of the learning that I have accrued through coaching leaders more accessible through on-line courses
- Build Trusted Adviser relationships with clients where I can really make a difference
- Raise the bar for myself and the leaders I walk alongside to truly be our best and transform ourselves and the organisations we work in to be fitter for the future
- Write and speak on leading edge aspects of leadership

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