



Sue Coyne PCC

Agile Enterprise and Leadership Coach

Background

I began my career in sales and marketing with 3M. I moved into market research and was a Board Director and shareholder of Business & Market Research for 20 years. Aberdeen Asset Management invested in the business and when we sold it in 2002, I embarked on my second career as an Executive and Team Coach.

On 1st September 2016 I published my bestselling book *Stop Doing Start Leading, How to Shift from Doing the Work Yourself to Becoming a Great Leader* bringing together my years of leadership experience, coaching leaders, the latest leadership thinking and neuroscience. I have also created an on-line leadership programme, The Effective Leadership Launcher.

My Approach to Agile Leadership

I believe that organisations and the adults who work in them develop in stages. The stage of development of a leader determines the contexts in which they can effectively lead. Most leaders (95%) are comfortable leading where there is a level of predictability and where they can utilise their experience and expertise. In the 21st Century we are living in a Volatile, Uncertain, Complex and Ambiguous world (VUCA). This VUCA world requires collective intelligence, collaboration, and agility. 21st century leaders are comfortable with not knowing, with experimentation and allowing a way forward to emerge. They both enable and disrupt (before they are disrupted). Currently only 5% of leaders meet these requirements. We have a large development gap.

My purpose in combining my leadership experience and professional coaching expertise with qualifications in agile is to play my part in bridging this development gap through agile enterprise and leadership coaching.

From an enterprise point of view leaders need to decide whether having an agile approach will help the organisation to deliver on its strategy. Assuming the answer is that it will, they need to understand that it starts with them. The organisation will only be agile if an agile mindset is embraced by the leaders of the organisation and embodied into their behaviours and leadership style (70% of what happens in an organisation comes from imitating the leaders). Otherwise it will be a framework that is applied by IT and product/project delivery teams and will ultimately be a fad that gets replaced eventually by the next fad.

Qualifications and Accreditations

- February 2005 Distinction in Diploma in Professional Coaching, Coaching Academy
- February 2008 Diploma in Advanced Executive Coaching with the Academy of Executive Coaching (AoEC)
- Gestalt Coaching Certificate 2009
- 2011 Diploma in Systemic Team Coaching, AoEC
- 2013 Accredited by ICF as Professionally Certified Coach (PCC)
- Certified Agile Leadership 1, with Scrum Alliance®, July 2019

- ICAgile Certified in Coaching Agile Transitions and Agility in the Enterprise
- Certified in on-line facilitation and team coaching
- Accredited in DISC, Emergenetics, CTT Values Assessments, BarOn EQi, Motivational Maps, Firo B, Workplace Big Five, 360⁰ feedback, Motivational Maps, Neuro-agility, Authentic Charisma Coaching, Influence Style Indicator, The Leadership Circle 360
- Member of the ICF and adhere to its Code of Conduct

How I Work

Agile One to One Leadership Coaching I coach face to face, by telephone or on Zoom in confidential 60-90-minute sessions

Agile Leadership Team Coaching: when working with teams I coach face to face or online using Zoom, online collaboration tools and gamification

Agile Enterprise Coaching: this starts with a conversation with the leadership team and involves co-creating a programme to meet the needs of the organisation

What My Clients Say

"Sue worked in our business for 10 years supporting our development as leaders. She coached us both individually and as a group introducing us to different aspects of leadership including how to encourage innovation and lead in an agile way. She made sure that we applied what we learnt to real situations and projects so that the business really benefitted." Jon Hall, Managing Director, Swagelok Manchester

"Sue facilitated another great session for my leadership team today, taking us through a day on agile management. We all walked away from the workshop having a toolkit we can use in our everyday jobs. We have also identified a few key priority areas where we want to apply the agile principles we learnt. The game we played not only helped us apply what we learnt but we also had a lot of fun doing it! It's amazing what you can accomplish in a day - a truly transformational experience for us all."

Charlotte Commarmond, Senior Director, Marketing and Innovation EMEA, Ingredion UK Ltd

"I found Sue's use of gamification a very powerful (and exciting) way to experience how teams function under pressure, and to see how agile teams learn and adapt. It reinforced very well the need for open communication, trust and commitment to shared goals. It showed that it is easy to panic or to miss crucial information, whereas when the team is executing together well then there is calm and time to reflect." Jeff Turner, VP Sustainability, DSM, Netherlands

Clients

Palatine Private Equity, Astra Zeneca, DSM, DHL, DAC Beachcroft, Fremantle Media International, Smiths News Group, Bridge McFarland, Odeon/UCI, WH Ireland, Swagelok, Antony Hodari, Severnside Housing Association, TNT, NHS, Addleshaw Goddard, Solvay, Ball Packaging, Calico Housing, Christie Hospital, Your Housing, Advanced Medical Solutions, Manchester Airport Group, The Cabinet Office, Estee Lauder, Avant Homes, Consilium Strategic Communications, Ingredion, Lendlease, Lloyd's of London, Cancer Research UK, The Global Fund, Boston Consulting Group, Uber

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