

Executive coaching dialogues with Amanda Ridings

As my prospective client, you are likely to be...

...working in a leadership role where the challenges are complex and your environment is uncertain, dynamic and demanding. It is important that you influence colleagues with divergent priorities and differing styles, maintaining your presence under pressure. You are curious about the impact of your leadership style on the performance of those around you. You expect an executive coaching arrangement to support you to broaden your “repertoire” and to provide you with purposeful time and space to air the issues you face and to explore resilient responses to them.

As your prospective executive coach, I am...

...incisive and exacting yet supportive and I have an instinct for systemic patterns and the “nub” of an issue. I am an astute and experienced coach, asking bold and probing questions whilst respecting your professionalism and experience.

In supporting you, I draw on my varied career and interests. I began as a derivatives and swaps trader in the City, then trained as a Chartered Accountant and worked in public services up to Director level. I have been building my practice as a coach and consultant since 1999. I am committed to enabling and supporting change in both individuals and organisations. My consulting practice focuses on dialogue, complexity, systems thinking and learning. I am an APECS accredited executive coach. I am also an accredited coach supervisor. A short CV is attached below.

Martial arts practice plays an important part in my life and complements my consultancy work. In martial arts there are no answers, just perpetual learning in order to cultivate resilience in mind, body and spirit. Where appropriate I use principles and approaches from martial arts to support clients in developing their leadership presence.

Working with me...

My executive coaching practice takes the form of a purposeful dialogue which supports you, the client, in calibrating your impact on your team and organisation. Each coaching session provides a rare breathing space in which to gain perspective and think creatively about your leadership presence and contribution.

You lead and shape our work by outlining a current issue such as a challenging relationship, intractable problem or ethical dilemma. As your thinking partner, I support you to:

- Explore deeper structures and patterns to gain new perspectives;
- Broaden your range of responses;
- Rehearse proposed courses of action and associated risks; and
- Review for systemic learning.

Together, we aim to balance gaining insight into your presenting issue with developing capacity and resilience in the longer term. With overseas clients, we work by ‘phone and with UK clients, we tailor a combination of face-to-face and ‘phone sessions.



My executive coaching work sits in a wider portfolio centred on bringing the practices of mindfulness and dialogue to leadership conversations. This work involves both clients and I finding the courage to “go slow” in fast-paced and performance-driven settings, reaching beyond the obvious and working at the edges of our capability – prepare to be both challenged and inspired!

What my clients say...

My executive coaching clients span chief executives, directors and other senior leaders in both the private and public sectors. I have worked with leaders from many professional backgrounds, such as finance, IT, HR and law, and across settings that range from small independent businesses to multi-national organisations. An executive director wrote:

“In a complex and very political environment coaching helped me to analyse the “big picture” as well as providing very practical tools and techniques for influencing and creating a positive impact.

Amanda demonstrated great insight and wisdom in the way she coached, challenged and encouraged me. This gave me the confidence and skills to achieve goals I did not think were possible. The personalised, flexible approach meant that I received immediate value from the sessions. I have been fortunate to have experienced a wide range of personal development throughout my career, but this is the most effective and best value personal development I have ever taken part in. It is also huge fun!”

An NHS chief executive wrote:

“Whilst I did not enter the process with a ‘list of problems’, Amanda has very skillfully enabled me to identify that there are issues that I need to address about my own focus, approach and effectiveness. Bringing these to the surface has had the result of being able to address them more directly with the outcome of, I feel, a renewed confidence and effectiveness in the role.”

An executive coach wrote:

“I experience Amanda as a coach who practices in a client-centred way, safely, ethically, highly effectively and from a place of being calm and fully present.”

An entrepreneur wrote:

“I felt encouraged to believe, to act, to be brave”

Confidentiality...

It is my practice to keep the names of my clients confidential and our coaching dialogues are confidential. One way I maintain the quality and integrity of my work is to have supervision in which I examine my coaching practice. In supervision the focus is on *my* contribution to our work and supervision is also confidential.

Commitment to my own development...

I continue my own learning through supervision and having a coach. I aim to participate in a significant development programme each year. I read widely and seek authentic feedback on my work.

Ethical practice...

I abide by the ethical guidelines of my professional body – www.apecs.org



Amanda Ridings is an APECS Accredited Executive Coach

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