

# georgina woudstra

EXECUTIVE COACH

*“You’ll find my style challenging but gentle. I’m direct, honest and ask the questions that others avoid.”*

*Georgina Woudstra*

Georgina Woudstra, 2016



An Executive Coach with more than 20 years experience working internationally in the public, private and voluntary sectors.

Georgina has a strong track record coaching CEOs, Executive Boards, senior individuals and teams.

Her own experience as a successful entrepreneur and highly trained Executive Coach, leads her clients to describe her as having ‘strong presence and credibility’, as ‘experienced and wise’, that she ‘sees people’, has ‘extraordinary empathy’ with a ‘questioning and questing spirit!’.

Georgina is a Master Certified Coach (MCC) with the International Coach Federation and Co-author of “Coaching Global Top Teams in Leadership in Coaching” (Kogan Page).

## Qualifications

- ICF Master Certified Coach
- Graduate of Corporate Coach University
- Advanced Diploma in Coach Mastery from ITS
- Certificate in the Supervision of Coaches, Mentors and Consultants
- MA in Change Management
- Certified Mentor Coach
- Member of the International Transactional Analysis Association (ITAA)

## Clients

CEO • Managing Director • COO • SVP • VP  
• Partner • Senior Manager • Director • CFO

ATOS, Barclays, Beko, BGL Group, BP, BT, Capita, City of London, Compare the Market, Deloitte, Doodle, EMAP, Hyundai, London Borough of Lambeth, McKinsey, Macquarie, Microsoft, Mitsubishi UFJ Securities, Mizuho.

Musanada (Abu Dhabi), Network Rail, NHS, Oracle, Parexel, RBC, RBS, Samsung, Sega, Sony, Tesco, TK Maxx, Thomson Reuters, Towergate, University of Birmingham, Volac, Warner Bros, WSPA.

**Doodle.**

Tim Robinson  
Chief Executive, Doodle

*“Georgina has had a significant impact on my recent career. Her insights into the organisational and emotional pressures experienced by a CEO and her toolkit of strategies and behaviours that help you deal with those pressures have been invaluable.”*

## Ways Georgina Helps

- Coached the board of a major financial services organisation to develop stronger relationships and trust to lead it through significant change.
- Coached the top team in a global news/media organisation around leadership 'as a team', innovation and globalisation.
- Developed a board member of a market-leader insurance company for his takeover as Group CEO. This involved authentic leadership, shifting from control to empowerment, and building a strategy to sustain success.
- Worked with the COO and President of a global entertainment firm in developing his executive team and building confidence to grow the organisation.
- Coached the CEO and Board of an inner London council through significant organisational change towards becoming a flagship co-operative commissioning council.
- Coached the board of a UK leader in business process management and outsourcing solutions to break down silos and have greater impact as 'one team'.

## What people say



Matthew Donaldson  
BGL Group CEO

*"I have worked closely with Georgina for several years, within my previous role of Group COO, through to my current role as CEO. I value her opinion immensely and trust her judgement and guidance implicitly; as such I have had no hesitation in recommending her services."*

## Coaches' coach

Georgina supports raising professional standards in coaching through ICF Coach Mentoring and Coaching Supervision.

## Areas of Expertise

- Authenticity and self-awareness
- Emotional intelligence
- Resilience and leading change
- Being you: congruence and self-expression
- Managing conflict: developing and sustaining effective working relationships
- Balancing work and home life
- Transitions: taking a step up, a step out or finding a new direction
- Transformational personal development.
- Executive Team/Board coaching

### Certification in assessment tools including:

- Individual Directions Inventory (IDI)
- Realise2 Strengths
- Emotional Capital Report (ECR)
- Myers Briggs Type Indicator (MBTI)
- Hogan
- DISC
- Strengths Scope
- Leadership Effectiveness Analysis 360
- Thomas-Kilmann Conflict Mode Instrument (TKI)
- Time to Think

## CAPITA

Richard Marchant  
Chief Executive, LG, Health And  
Property Division, Capita

*"I have worked closely with Georgina over a two-year period, both for one to one executive coaching and also working with my Executive Team. Georgina provides a nice balance between challenge and structure to ensure we achieve a clear vision and direction for a business. She is able to share experiences and has a great ability to listen and inspire confidence!"*