

Coaching Profile: Beth Norden



Coaching approach:

I follow an integrated human development process when partnering with a coaching client. The coaching involves a number of structured conversations to bring about desirable and sustainable change. Moreover, these confidential conversations also allow for reflective learning which are underpinned by my listening, questioning, supporting and challenging skills. This approach, based on well published results, optimises personal effectiveness, increased performance and achievable results for both the individual and the organisation. Drawing on various theories like: cognitive behavioural, leadership, adult learning, wellbeing, change management and human values.

Coaching experience:

My coaching has developed over 3many years working in multinationals, business schools and consulting. I have held line management, executive, programme director and consultant roles. The key focus has been on individuals (across the talent pipe line) and teams. I have had the privilege of working cross culturally on national and internationally coaching programmes in Africa, Europe, the Americas and Asia. Various industries have influenced my coaching i.e. FMCG, Banking (Retail, Private, Islamic), Mining, Pharma, Telecoms, Manufacturing, Legal Consulting, IT, University's, NGO's and Government.

Client feedback:

"I just thought I'd drop you a note to let you know that last week I was made Partner! Many of our conversations either directly or indirectly circled around this, so I thought that it might interest you to know the outcome :) Thank you for your guidance and support throughout our engagements. I certainly learned a lot, about many things, and all this no doubt contributed to shape my path towards partnership."
HKA Global (Risk Mitigation, Resolution and Litigation)

Qualifications:

- Professional Coaching Course (PCC), UCT Centre for Coaching & New Ventures West, SF.
- Member of IGCCP – Interest Group for Consultants and Coaching Psychologists, SA.
- Past member of COMENSA, ICF, BCC (CCE) Board certified Coach by Centre for Credentialing and Education, USA.

Personal:

"The privilege of a lifetime is to become who you truly are", Carl Jung.

- **Hold a PhD from The University of the Witwatersrand.**
- **Member of HPCSA - Health Professions Council of South Africa.**
- **SIOPSA member - Society for Industrial and Organisational Psychologists of South Africa.**
- **Support care of the planet, ongoing learning, the small things and having fun.**