

Coaching Profile: Caitlin Watson



Coaching approach:

How would you describe your coaching approach?

I use several frameworks to delve into understanding the specific individual behaviours that may be preventing individuals from delivering against expectations, and provide practical tools for empowering them to address these challenges in a meaningful and sustainable way.

The solutions to an individual's challenges – especially when having difficult conversations around accountability – sits with the individual. Through a process of questioning and reflection, I help them understand that they can create their own solutions. Through our coaching conversations, we pinpoint specific areas that can be managed in the short-, medium-, and long-term, and we identify how to integrate the various solutions and tools into their current environment.

My approach is action-oriented, with individuals defining outcomes and at the start of their journey, and providing feedback on the application of the tools explored throughout the journey – and, importantly, linking this to clear shifts in their performance and behaviour.

Coaching experience:

Please describe your coaching experience including the type of coaching you've done, the clients and industries that you have worked with. You're welcome to include feedback from coaching clients here as well.

Having worked within HR for the last 10 years – first as a specialist and then in various HR leadership positions – I have a deep understanding of the challenges HR Business Partners face, and have experienced first-hand the challenges of transitioning into the next level of leadership. To support leaders with making these transitions, building effective teams and driving accountability, I have designed, embedded and measured learning & development, performance management, career development and leadership and HR frameworks, processes, workshops and

toolkits, underpinned by coaching conversations. Specifically, I have been involved in designing and delivering capability journeys aimed upskilling individuals to have courageous conversations.

I have worked with several small businesses and larger global organisations across a range of industries: Education (ADvTECH Group), FMCG (South African Breweries/ABInBev/Odysea), Marketing (Whitezip Media Ltd) and Sports betting (Flutter Entertainment PLC).

Qualifications:

Please share the details of your coaching qualification(s).

Personal:

Please include any other information that you'd like to mention, specific achievements or forums and groups that you are part of.

I have recorded podcasts and written articles for *TalentsTalks*, a digital publication focusing on leadership, as an expert panel member, and have contributed to the book *Oh SHIFT! What Now? Navigating the Age of AI, a guide to unleashing your leadership potential* (Collective Ink – to be published in 2025).