



## Barbara Frodsham

Barbara is an experienced and qualified executive coach with a wealth of experience in personal and professional development, from a variety of industries and projects in the UK, Europe and the USA. She works in blue chip organisations, at all management levels.

For the past 10 years she has run a successful coaching, training and development consultancy.

### **Her main areas of expertise are:**

- Leadership
- Communication
- Managing Work Relationships & Team Development
- Personal Excellence and EQ
- Career and Personal Direction.

### **Key Skills**

- Maximising performance: helping people to identify and capitalise on their unique qualities, individual strengths, abilities and talents, enabling them to push towards excellence.
- Strategic perspective: helping people to sort through the clutter and focus on what matters, distinguishing patterns where others see complexity.
- Understanding the individual: Instinctive ability to work people out, anticipate what they need and help them give voice to their emotional life
- Empathy and intuition: having a keen insight and understanding of individual's inner life, seeing patterns that they don't notice
- Flexibility: being able to adapt to the situations and people to get the best out of them.

### **Recent projects:**

- Lately she has had particular success coaching senior women through the mid-life transition, helping them function effectively in challenging situations
- One to one coaching with a new Director in a major Software company to help him to connect with the team and express his strategic vision
- Design and Delivery of highly successful 'Executive Briefing Centre' programme encompassing presentation skills, consultative selling and NLP for consultants in a major technology company, including one to one coaching on skills.
- Executive Coach on the panel for individuals on the talent programme of a global telecommunications organisation.

Barbara is outgoing and easy to get on with, Insightful and perceptive. Practical yet spiritual, her style is intuitive and encouraging, with a touch of magic thrown in. She loves getting people to uncover their **potential** by capitalising on their strengths and innate abilities. Her approach is supportive, but she will challenge you too. She truly helps people to think differently, unearth new choices and see their situation from new and unexpected perspectives.

Clients frequently comment that she is **inspirational** and highly **motivating**.

Her aim is to open up people's thinking so they can make momentous changes.

### **Recent projects:**

- Leadership
- Team Coaching
- MBTI (Myers Briggs Type Indicator)
- Managing Work Relationships
- Time and Priority Management
- Planning for success – aligning values and goals
- Personal Mastery – A Practical Approach to Skills, Attitude, Techniques and Strategies for Success
- Confidence, Assertiveness and Self Esteem
- Communication and Interpersonal Skills
- NLP Master Practitioner and Trainer (Neuro Linguistic Programming)
- Advanced Presenting skills – Speak Up!
- Influence & Negotiation
- Coaching Skills – Coaching for excellent results.
- Creating Work - Life Balance
- Event coaching – preparing for one-off events e.g. interviews and presentations
- 'Breakthrough sessions' - these help people overcome personal challenges using powerful change techniques such as NLP, Timeline and Symbolic Modelling. This enables the client to overcome blocks and resistance, clearing the way in preparation for the more conventional executive coaching methods. Breakthrough sessions accelerate the coaching process and create increased energy and motivation.