



Penny Jones -- Coaching Profile



"I wanted to arrive at the Board table as an equal, with credibility. Penny helped 'fast-track' my thought processes and supported me arriving at the next level. I felt I achieved my goal. I was impressed by her direct but supportive approach and her insight to situations." - NHS PCT Director

Coaching Experience and Qualifications

Penny provides coaching and mentoring for senior leaders in the public, not for profit and business sectors. She has developed a special interest in working with individuals and groups managing organisational and personal transitions. She is a member of the European Mentoring and Coaching Council and works within its Code of Ethics, Complaint Procedure and Diversity Statement. Penny holds an Advanced Coaching Diploma from the Oxford School of Coaching and Mentoring (2003) and has a Masters in Professional Coaching with i-coach academy (2007). In 2008 she completed a research project exploring the role and value of coaching for senior leaders experiencing significant career transitions to complete an MA (Professional Coaching) with i-coach academy and Middlesex University. Penny is an accredited MBTI practitioner and certified to administer the EQi.

Organisational Experience

Prior to establishing Azurite Coaching, Penny had 20 years leadership experience in the Local Authority and the NHS, most recently as a Primary Care Trust (PCT) Chief Executive. She has delivered challenging performance and financial targets including turnaround experience as an Interim Chief Executive. Penny has planned and implemented complex, strategic organisational change and supported people through the implications of this. She is

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committed to organisational and personal development encouraging the development of coaching skills for managers and leaders in the context of a learning organisation.

Coaching and Approach

Penny provides executive coaching to senior leaders across the public and private sectors. She believes that by establishing a relationship of trust and respect she can support clients who are in complex situations to work with the uncertainty and ambiguity they experience, to make their best decisions and develop the confidence and responsibility for delivering their plans. Penny is interested in supporting leaders to be more aware of what really matters to them and to lead in a way that is congruent. At the centre of her work is helping people in their relations with others and developing a clearer understanding of the context in which they work. Penny has a special interest in working with senior leaders experiencing significant career and/or life stage transitions. Implicit to her approach is increasing the client's capacity for reflecting on and learning from their experiences.

"Such is her integrity, that she inspires trust and openness, enabling you to question, to face, to re-examine - and she makes sure you don't duck the difficult stuff! Professional, grounded, challenging, supportive, with great listening and empathy skills and a good sense of fun; a potent mix. - HR Director, fmcg company

Current and Recent Clients

Include:

Coaching clients include managers, executives and clinical leaders. Their coaching aims include managing current career transitions, leadership development, support in leading organisational change and improving their personal, business or organisational performance.

"Penny has coached me for the last two years and has given me the confidence to take on my latest role. I find her blend of common sense, support and incisive challenge very helpful – and fun too. I always come away inspired to tackle the next hurdle."
– Chief Executive, Local Authority.

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- NHS Primary Care Trusts/Clusters in the North of England
- North East Leadership Academy
- The Department of Health
- National Institute for Health Research
- North Yorkshire County Council
- Aston University, Birmingham
- BP Saltend
- Independent Consultants and Coaches
- As an associate with Penna PLC: National Leadership Programme, Executive Coaching for 11 Directors of Children's Services
- As a faculty associate with i-coach academy: facilitating, coaching and assessing post-graduate certificate level students; delivering essential coaching skills for leaders programmes in the NHS, the Defence Academy and British Gas

"I can confidently state that Penny is one of the most skilled professional coaches that I have worked with. Her coaching skills are outstanding; she oozes credibility, integrity and professionalism; she engages effortlessly (or so it seems); she brings ideas, energy, and challenge to every interaction. She listens carefully and supports sensitively. I have wholeheartedly recommended her to other Executives and senior leaders within my institution." - Chief Operating Officer, Leading UK University.

Recent Board, Team and Partnership Development & Facilitation

- Facilitation of Bradford & Airedale GP Commissioning Executive
- Senior team coaching/facilitation North Yorkshire County Council, Health and Adult Services
- Support through personal transitions in the context of organisational change - SMT, NHS North Yorkshire and York Community & Mental Health Services

"Working with Penny over 6 months has helped me to challenge my pre-conceptions, to develop a more open and accessible leadership style and to ultimately change my whole approach to my job and my future. I now know what I stand for, I have confidence in my ability and I am learning to relax into my role. Overall, a very worthwhile programme of development". - Senior manager, Petrochemicals business.

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- Facilitating complex cross-organisational programmes of health and social care - NHS Hull, Health Protection Agency, West Yorkshire, NHS Yorkshire & Humber and NHS Leeds
- Board Development - NHS Bradford & Airedale Community Services
- As a CIHM Associate: Clinical Director Development Programme, Rotherham NHS FT, CCG Clinical Leaders Programme – Leeds, Clinical Leadership Programme LTHT, DARZI Fellows Programme London.

Contact Details

I would welcome the opportunity to meet with you or provide more information. My contact information is as follows

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“When time is at a premium carving out a few hours now and then to reflect becomes one of the most difficult tasks - the calls, the emails, the papers to read the stakeholders to listen to don't stop coming. Penny was a forcing function to make time and actively reflect, prioritize, consider myself within the wider context, explore radical approaches, set and hold myself to goals Steve Redgrave wouldn't row without a coach and by the same token I would recommend that any senior leader who wants to achieve their potential gets a coach as skilful and knowledgeable as Penny.” –Senior Clinical Lead

***Azurite - Encourages Powerful Shifts
and Transformations***