

Feedback from Executives and Senior Leaders

'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

'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

'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 Company

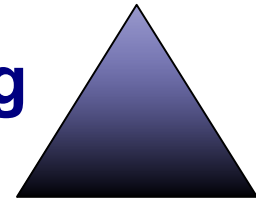
Feedback from NHS Executives and Senior Leaders

'Penny's coaching entirely changed my outlook on my career development. Before I worked with Penny I had assumed a traditional career path was the only way to progress. Following my sessions with Penny I have challenged my perceptions and focused on what's important to me in a job not which organisation or sector it is in or the post title.'

-- SHA Service Reconfiguration Lead

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I was 'offered' Penny at the time I was secured a 12-month interim director role as a result of CPLNHS. I wanted to arrive at the Board table as an equal, with credibility. Penny helped 'fastrack' 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.

-- PCT Director of Communications and Corporate Affairs

'Coaching sessions with Penny were opportunities to escape from the volatile, frantic world of reconfiguration to have some dedicated "me-time". Managing the fast pace of transition tasks and counselling distressed staff can very easily cause one to put off thinking about one's own future. These sessions helped me to concentrate on what I REALLY wanted to do and to begin to plan how to get there. I am still applying lessons learnt from Penny's sessions in the choices I make now.'

-- Senior Manager

'I was lucky enough to be coached by Penny when I started my role as Board Nurse for the PCT. She was excellent, so supportive yet challenging and thought provoking and very skilled at getting me to unravel any perceived problem. I never once felt silly for not knowing so many of the things I needed to know. Thank you Penny!!'

-- Clinical Executive/Nurse Member

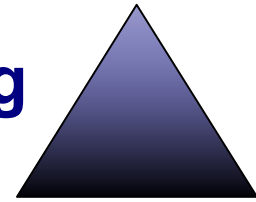
'Coaching from Penny has been very useful helping me with the transition to working in a new PCT. We have done valuable work both on the big picture and some specific tactical issues.'

-- PCT Director of Public Health

'Individual coaching was offered over a 6-month period to Directors following the turmoil of CPLNHS, both to those successful in new roles and those who

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found themselves without a Director's post. All have gained in confidence and assertiveness and cited Penny's coaching style as being particularly accessible, sensitive but challenging.'

-- PCT Chief Executive

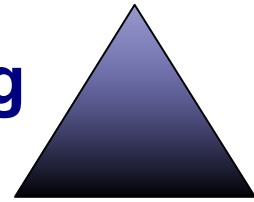
'My coaching relationship with Penny has been highly successful in providing me with effective support to allow me to improve my personal capacity and ability to make change. She manages to create a relaxed but appropriately challenging environment that allows me to find solutions, devise strategies and focus in on what really matters.'

- PCT Director

'Senior Clinical leaders are being asked to step up to the plate - to show leadership, facilitate change, be the advocates for a patient centred service and deliver on the Nicholson challenge of saving £20 Billion. Oh and continue the day job to maintain credibility and an intimate understanding of frontline dynamics. Stepping from a secure trust position albeit with a national professional profile to one with national responsibility in an organisation like the Dept of Health requires a shift in gear and a much better understanding of one's own strengths and areas for improvement, development of political skills, rapid learning of the different cultures and various ways goals can be achieved. 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. Being coached is not a passive activity but once the coaching had enabled me to clear the space to thing I entered a whole new world - almost a Zen experience, at least as depicted in books and the movies. I had the vision - that's why I was in the post, the coaching lead me to know my inner

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strength and resilience. I learned how to step back and rearrange the furniture that was under my influence to get manage the context, but not of course the whole house or the weather outside. Penny encouraged me to develop my own early warning systems and identify the signals from others that opportunities or the converse was over the horizon. 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 Leader