



SONDER COACHING

What is your story?

What makes me happy is helping my clients discover or rediscover what makes them tick, what makes them bounce out of bed in the morning and gives meaning to the story of their life. This is about you at work and play living in tune with your values and aspirations.

This is how I coach:

I listen to my clients, without judgement, believing in their ability to take the opportunities and solve the problems they are facing. For anyone new to coaching, I don't tell you what to do or solve the problem for you, I provide the space, support and process so you can do this yourself.

I am a fan of Nancy Kline. She said, "The mind that can hold the problem can also hold the solution..." I use coaching tools and techniques to bring forward insights - known in the trade as aha! moments.

What will you get with me as coach?

Why would I be better than anyone else?

Ok reality check, there are loads of coaches out there, many of us have similar skills, but what will be unique is the trust and rapport we will build and work from so that's the special bit – the dynamic between us. I also have twenty-five years-experience in working in public relations, communications and crisis communications. I have worked for some of the biggest brands in the world, I now work for myself, I am also a working parent.

I will want to help re-connect you to yourself – believing this in turn will supercharge your ability to reach the external goals you set. As a result you will be better at work, rest and play.

How it works

We agree together what a good way to spend time looks like but we are likely to;

- **Explore:** When was the last time you really spent time acknowledging what you need and want from work and play, (not what your boss/mum/kids want from you, that's different) but what you truly want and which teeny tiny steps you can take to move you closer to this...
- **Goal Set:** You identify what your goals are and then build strategies to move towards them...
- **Re-imagine and reframe:** I will help you to see the success you are already having in your work and personal life and help you build out from there...
- **Value:** Why are you frustrated, feeling unappreciated or unheard and how can you address this need in line with your values...
- **Believe:** Are you stuck in a rut? Some of your beliefs could be holding you back, let's find out what they are and make a move on them. Which of your beliefs are serving you well? Maybe you need to dial these up...
- **Visualise:** Do you dare to visualise your future self in glorious detail? Then work on how to attract what you need to become this person?
- **Reset:** Bored of your own headspace, your own thoughts and the limiting stories you tell yourself? Let's write a new version together.

And finally, the big one – my favourite...

- **Agency:** Be the lead actor in your own life story, not a product of your circumstances.

About me

I have been working in PR and communications for twenty-five years. First in agencies working for consumer brands in London and Sydney, and then I moved into the not-for-profit sector. I spent ten years at Oxfam, as Head of PR, managing a big team and big budget and travelling to many countries where I met some incredible people. After that I moved to set up a consultancy working independently with small and large organisations on their PR and communications. At this point I had two daughters and I wanted a fulfilling work-life, that meant I could also be a present and energetic parent. Most recently I have been working in health communications helping a global client adapt their communications to respond to the pandemic.

I have over 150 coaching hours and hold the Institute of Leadership and Management Level 7 Diploma in coaching and mentoring. My work is guided by the European Mentoring and Coaching Council (EMCC) and I am working towards gaining my European Individual Accreditation from the EMCC.



EMOTIONS COACHING PRACTITIONER

What led me to coaching

I have benefited from coaching and still do.

- The first time I was recommended to have a coach was by an insightful boss who wanted to help me break the **pattern** of some self-sabotaging behaviour which could get in the way of my success as a newly promoted head of department
- The second time was to support me through a turbulent period of change at work and help me build up my **visibility and voice** within the workplace
- The third time I was **encouraged to design** and write a 'business plan' for how setting up as an independent consultant would fit with my values
- Currently I have coaching as I find each session resets me, challenges my ways of thinking and propels me forwards towards the goals I have set

Sonder – from the *Dictionary of Obscure Sorrows* – describes the sudden realisation that each random passer by is living a life as vivid and complex as your own.

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