

## Executive Coaching with Alison Reid

**Alison Reid is an Executive Coach who specialises in helping leaders new in role, or facing challenges in their current one, to lead with confidence.**

Many leaders, whether in their first leadership role, stepping up to a more senior one or facing a new challenge, feel overwhelmed, experiencing self-doubt and impostor syndrome.

They've been promoted because they're great at what they do, but it's normal for the exposure and demands of leadership to elevate stress levels and reduce confidence.



Alison coaches leaders to unlock their confidence, influence and impact using mind-body strategies grounded in neuroscience. She's the author of **Unleash Your Leadership : How to Worry Less and Achieve More** full of practical tools and techniques to enable executives to become the calm, confident, impactful leaders they want to be.

Alison empowers her coaching clients to focus on what's important, stay calm under pressure, and communicate with impact so they can lead themselves and others to great results. Success without the stress.

After graduating from Oxford, Alison's career encompassed the arts, accountancy, and sales and marketing before specialising in leadership development. Over the past 20 years, Alison has coached hundreds of executives globally, cross-sector, working in and with organisations like Procter & Gamble, PwC, Channel 4, Cisco and the University of Kent.

She is accredited as a Professional Certified Coach (PCC) with the ICF (International Coach Federation) and an experienced practitioner of the Hogan Leadership psychometric.

### What clients say about Alison...

*"Working with Alison has changed me both personally and professionally. The time I spent with her has allowed me to grow as a leader and feel confident in what I bring to the table. I have loved working with her - she knows her stuff!"* Marketing & Brand Director, Big Four

*"I'm more aware, more capable and more confident as a leader, thanks to my time with Alison."* Managing Director, Media

*"As a result of coaching with Alison, I have more self-belief, I feel more confident and I now see myself as a leader who deserves a seat at the table."* Director, Social Housing