

Introducing Nicole Wehden



A highly customer focussed individual whose raison d'être is in helping people and businesses to achieve their goals. Nicole's business experience and acumen combined with her immense strengths as a life coach enable her to provide a unique offering. Her business expertise is at its best at a strategic level and she has an impressive track record in helping businesses and leaders to develop and implement successful growth and change strategies.

Nicole started her career in sales management and went on to a general management role where she had full responsibility for profit and loss. After six years she grew and managed her own successful business. This culminated in a total of nine years business and management experience.

Nicole went on to graduate in business management and was taken on as a management consultant with one of Europe's largest consultancies. After eight successful years as a consultant and coach, working with high growth SMEs and large corporates, Nicole became increasingly interested in life coaching. She then joined a life coaching organisation where she was psychology trained and has spent the last four years as a business and life coach mainly in the corporate market at executive level. Nicole's main strengths are:

- Working with executive teams to develop successful business strategies to achieve major growth or change
- Supporting client companies through the change process to ensure successful execution of strategic objectives
 - Coaching individual executives to maximise their and their team's performance and potential
- Coaching executive teams to ensure alignment, optimise team performance and create leadership role models

Nicole believes that her role as coach is not only to support but also to challenge. In today's highly competitive environment, business leaders need to be constantly questioning themselves and their organisations. With her strong business understanding together with commitment to her clients' success, she is able to ask questions that truly stimulate thinking and creativity. This allows the leaders to go on to develop an honest understanding of their organisations and themselves. At a business level this enables them to go on to create highly innovative and competitive strategies for future success. At a personal level she will help them to grow and develop to lead their business into a successful future.

Specific areas of expertise and experience are as follows:

- Creation and implementation of strategies to increase profitability
- Development of executive teams and team members to lead the business through major organisational change, growth or preparation for merger/acquisition
- Turning 'silo' leaders into 'global' leaders so that all team members take full responsibility for the whole business
- Evolving organisational culture to support major growth and change strategies
- Making matrix management work to achieve real business improvement
- Creation and implementation of sales and marketing strategies to increase sales turnover

In addition, to her strength in facilitating the creation of major business strategies, the key to Nicole's success is in her ability and commitment to supporting people and businesses through change. This means that strategies are realised and the business achieves heightened success as a direct result.