

## Angela Armstrong's business coaching credentials

A client said recently *"you see things from my perspective and seem to care about me as well as the results"*. It's true. I want to support people to succeed in all areas of their life.

I guide my clients to get clarity on their desired outcomes and help them to explore all the alternative options. I offer support and encouragement as well as 'tough empathy'; I challenge my clients to do the things that will most improve their performance.



### Experience

Angela gained a degree in computer science during the internet boom; her first career was as a university lecturer. After completing her PhD with the Defence Research Agency she worked at a software house developing complex B2B websites.

Although a 'geek' by training Angela always considered computers to be just a tool to meet a business need. She studied for a business degree at weekends and went to work for Accenture, a large management consulting firm. Her role as a change manager was to support the workforce through significant changes to people, process and technology for companies that were growing, downsizing or working differently. She trained as a coach so that she could better support the leaders of change to 'walk the new talk' and lead by example.

Whilst at Accenture Angela delivered senior leadership programmes internally and externally. More recently she enjoyed developing 1<sup>st</sup> time line managers at Rolls-Royce.

As a business owner and coach her approach is to clarify at the outset what would be a successful outcome for the client and for their business. An intuitive coach, she is good at getting to the crux of issues and keeping her clients focused on actions that drive business results.

In the last 20 years Angela has gained experienced working with companies of all shapes and sizes in the public and private sectors in industries such as technology, engineering and several creative industries.

Angela also works with GrowthAccelerator as a registered and approved GrowthAccelerator coach she also supports GrowthAccelerator through the provision of Leadership and Management training.

Coaching is a productive 'time-out' for business owners to take stock and then move forward with clarity and purpose.

### Professional Expertise

In addition to coaching business owners and their management teams, Angela delivers 1-day training courses on building trust, personal resilience and leading change.

### Selected Client Companies

Obsession Salon & Spa  
MD of a photography company  
MD of a public relations company  
MD of a training company  
Numerous clients who are self-employed.

### Qualifications

BSc, PhD, MBA  
Diploma in Personal Performance Coaching (Distinction)  
Diploma in Corporate and Executive Coaching (Distinction)  
International Coach Federation (member)

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*"I am now in control and shaping events rather than reacting to them, coaching has been my catalyst from thought to action"*

- *KH, photographer*