

Angela Armstrong's corporate 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 greater 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 and project managed software teams in the UK, US and India.

Her ease with engaging senior executives and translating between technology and bottom line outcomes, along with an MBA, led to a career as a management consultant at Accenture.

In the role of change manager Angela delivered significant national and global £multimillion change programmes. Whilst at Accenture Angela helped build the leadership community of practice and delivered senior leadership programmes internally and externally. More recently she has enjoyed developing emerging leaders at Rolls-Royce.

As a coach her approach is to clarify at the outset what would be a successful outcome for the client and for their organisation. An intuitive coach, she is good at getting to the crux of issues and keeping her clients focused on what really matters.

In the last 20 years Angela has gained experienced working with organisations of all shapes and sizes in the public and private sectors in industries such as technology, aerospace, government, banking and transport. She has coached leaders at all levels, from directors of FTSE100 companies to first time line managers.

Angela believes that the people who come to her for coaching are capable and resourceful individuals who want support in articulating and achieving their goals.

Many of her clients say that coaching is a productive 'time-out', which increases their self-awareness and supports them to become the leader they aspire to be.

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

Accenture	HMRC
Aliaxis	Lloyds Banking Group
Barclays	Rolls Royce
British Telecom	Royal Mail
DWP	UKBA

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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“After only 3 coaching sessions I have already increased our team's achievement of sales from 91% to 96% of target”.

- *JH, National Sales Manager for a plastics manufacturing company*