

Our People: Amanda Jenkins



Amanda is an independent accredited coach specialising in executive coaching, 360° feedback and career coaching.

She works with partners, directors and senior managers helping them to gain greater clarity, reach their true potential and improve performance. She coaches around enhancing leadership, decision making, developing greater awareness, personal effectiveness, managing conflict and transition.

She has a post-graduate Diploma in Executive Coaching from the Academy of Executive Coaching, which is accredited by Middlesex University and the European Mentoring and Coaching Council. Amanda is an AEC Accredited Associate Executive Coach and an Executive Coaching Tools practitioner (360° Tools).

Amanda graduated with a BSc Honors in Psychology and spent a number of years working as a Psychologist across a number of different disciplines within the NHS.

In 1998, Amanda took her clinical experience into the commercial world, joining Penna Consulting a human capital management consultancy. There she worked to help organisations optimise business performance through people. As a senior consultant Amanda managed projects across Europe. She worked with a range of clients at all levels from those earlier in their careers to CEO's, and across a number of sectors, including consultancies, technology, media and professional services.

For the last 4 ½ years Amanda has been coaching clients both in the public and private sector. Her strengths lie in her ability to help others to clarify their options and take positive steps towards achieving their goals.

Amanda's coaching style can be described as honest, empathic, thought provoking and challenging. Her clients comment on her tenacity and the powerful and insightful questions she asks. Amanda employs a number of coaching methods and therapeutic models, flexing her approach according to individual need. Broadly speaking she believes in taking a solutions focused approach based on the assumption that people have the solution and that as a coach she can help them achieve their goals through encouragement and by raising awareness of their skills and strengths.

“Amanda is a very intuitive person who listens carefully to what I say, reflects back and challenges the way I think, allowing me to work through some tricky issues without feeling judged and come to my own conclusions. The sense of clarity I have gained is deeply rewarding in terms of giving me the requisite motivation to tackle a couple of critical issues. She has empowered me to tackle future challenges head on.”