

# Our People: Sonia Gavira



## Career History

She has nearly 20 years experience of working across a number of sectors spanning both manufacturing and service industries. With a background in marketing and HR to director level, her career to date has enabled her to manage large scale projects across international boundaries.

Whilst working within marketing, she has been responsible for major rebranding and product development projects designed to reintroduce ailing brands and products into a more competitive market place.

Sonia has worked extensively with Senior Managers to adapt organisational systems and culture in response to changes in the competitive environment, resulting in a more flexible and responsive organisation.

Today, Sonia's interests lie in the development and alignment of an organisation's brand and its values and how that can be used to engage employees. She also works extensively on the development of high potential individuals and teams and the impact that has on the organisation as a whole.

## Personal Style

Sonia's coaching style has been described as challenging and commercial whilst also warm, empathetic and fun. Coaching has helped Sonia create the life and work she wants and she truly believes that this is possible for everyone; all that is required is to want to do it. She also believes that coaching is an important organisational tool which can enable the company as a whole to grow and do so in more creative ways.

Sonia works alongside clients initially to help them establish clearly what they wish to achieve from coaching and what evidence system they will use to track progress. She then uses the appropriate approach to help the client achieve the desired outcome.

"People have enormous potential for success and I find that providing a challenging yet safe and fun environment encourages them to pursue that success, whatever it may be for the individual or group of people I work with"

Sonia coaches in English, Spanish and French by telephone and face to face.

Sonia will seek feedback throughout the coaching process, on how the style of coaching she is using is matching the client's needs and will flex it as required.

## Experience in Coaching

Sonia has been coaching for the last ten years. She is a qualified NLP Coach having completed the ITS course in the UK, accredited by the International Coaching Federation. Her experience covers both personal development on a one-to-one basis at senior and executive levels, as well as facilitating and developing teams. Her current clients range from owner managers, to senior managers and board directors of FTSE 500 companies across sectors including city based businesses. She uses a range of tools where appropriate to inform the coaching and is qualified to deliver Myers Briggs, BASIS, Disc, Piav, True Colors and a range of 360 instruments.

Organisations worked and working with

- Leading Insurance company (the Board – team and individual development)
- HSBC Private Banking (high potentials)
- Deloitte
- Diabetes UK
- Grant Thornton (Partner)
- Addleshaw Goddard
- NCP Services (the Board, facilitating their strategy development)
- American Express (high potential senior managers and directors)
- Hillier Hopkins LLP (Managing Partner and other partners across the business to develop a balanced scorecard for the business)
- Laurel Pub Company (IT Board)

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- Leading Housing Association (Leadership team)
- Ashridge Business School
- Acco UK
- Metropolitan Restaurants
- Ability Selection
- The AA
- Cedar House Hotel Co

## Qualifications

- Certified European NLP Coach – International Teaching Seminars
- Master NLP Practitioner – International Teaching Seminars
- NLP Practitioner – International Teaching Seminars
- Life Coach – Coaching Academy
- MBA – Ashridge Business School
- Diploma in Direct Marketing – Institute of Direct Marketing
- Diploma in Marketing – Chartered Institute of Marketing
- French and Spanish BA Hons – Exeter University

## Additional Information

Sonia is a member of the International Coaching Federation, the Association for Coaching, the Institute of Marketing and CIPD. She is currently working towards the status of Professional Certified Coach (PCC) with the ICF and holds the ACC accreditation. She is qualified to deliver a number of behavioural, 360 and psychometric tools including Myers Briggs, Basis, True Colors, Disc, Piav and Strengthscope.

Sonia is fluent in Spanish and French as well as English and coaches in all three languages.

