



Sonia Gavira

International leadership development and engagement strategist and coach

Profile and coaching experience

Sonia has been working as an executive and leadership coach, consultant and trainer since 2000. 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.

Following her MBA at Ashridge, Sonia found that her interest and her talents really lay in the people side of the business, so she pursued a career in coaching and training.

Today, Sonia's interests lie in the development of leadership capabilities and behaviours particularly with a view to enabling leaders to create cultures of engagement within their businesses that will result in engaged customers. As an executive coach she works mainly at Board and Executive Director level. She gives her clients the confidence to lead and manage others more effectively. And through her passion for people development, her great intuition and ability to create trust and rapport with people at all levels, she's inspired individuals and teams to great achievements. With her experience at board level, she has a practical understanding of the issues facing leaders today.

Sonia's style has been described as 'challenging and focused' while also 'warm, empathetic and fun'. She has multi-cultural coaching and training experience and speaks French and Spanish. Sonia has coached and trained clients throughout Europe and the Americas focusing on managerial and leadership skills.

Sonia has extensive coaching and leadership development experience with directors in a wide range of high profile organisations including HSBC, National Australia Bank, BNPP, Lloyds, SEGRO, Microsoft, the NHS, Deloitte, Barclays, Grant Thornton, American Express and Atos, amongst others. In addition, she's also worked at Ashridge Business School on leadership development programmes including conducting research for their Future Leaders programme.

Over the last 3 years Sonia has spearheaded the European expansion of an employee and customer engagement programme for a global automotive manufacturer with a team of c.80 coaches across Europe, whilst supporting the expansion across other global markets.

Work history

During the last three years Sonia has grown the engagement programme for a global automotive manufacturer from 8 coaches and 24 dealerships, to c. 80 coaches and over 400 dealerships. She has been directly involved in the recruitment and training of all the coaches and set up a management structure across Europe that has been adopted by other regions, in order to deliver the programme.

She has set up systems and processes for the team that enable the team to function virtually, whilst still enjoying the relationships that make the team work as a tight knit community.

She has also been instrumental in developing the strategy for expansion across Europe, the Middle East, Africa and Central America and the Caribbean.

One of the key challenges was to be able to take content that had been developed for the US market and adapt it for use in Europe, across all the different countries, cultures and business structures, and over 18 languages.

Representative clients:

HSBC

Lloyds Bank

Clarks

National Australia Bank

Deloitte

BNPP

Automobile Association

Metropolitan Restaurants

Ford Motor Company

Jaguar Landrover

Price Waterhouse Coopers

Grass Roots

Moulinex Swan

Atos

Diabetes UK

Additional Information

Sonia is a Master Practitioner in NLP and a qualified NLP Coach. She is an active member of the ICF and AC and is also qualified in the use of a number of profiling tools, namely Disc, Piav, Basis, Myers Briggs, True Colors and Strengthscope. She is currently undertaking studies in neuroleadership and science and continues to work towards her MCC qualification with the ICF.

Qualifications

Professional

2009	Certified Trainer, International Teaching Seminars (ITS)
2006	Certified European NLP Coach - ITS
2006	Master NLP Practitioner – ITS
2004	Life Coach – Coaching Academy
1997	Diploma in Direct Marketing – Institute of Direct Marketing
1992	Marketing Diploma – Chartered Institute of Marketing

University / College

2006	Executive MBA, Ashridge Business School
1989	French and Spanish BA Hons (2:1) French and Spanish

Language Skills

Spanish, French and English