



## Coaching Profile - Fiona Irving

I am a Leadership and Performance Coach who works primarily, but not exclusively, with corporate clients. My coaching proposition is *“Supporting you to think deeply to achieve the clarity, self-awareness, and confidence you need to make work or life decisions and take action.”*

Since 1998, my Learning & Development business has supported over 50 different organisations, from FTSE100 companies to SMEs and charities, to raise the capability of senior and first level managers to lead effectively & release the performance potential of their teams. This has become my vision for FPI Associates. Why? Because my wealth of experience has convinced me that five fundamental desires exist amongst employees *everywhere*. These are:

- To be led and managed effectively with integrity
- To be communicated with consistently and authentically • To be offered opportunities to grow and develop
- To be treated with respect.
- To be energised by working in a safe and empowering environment.

I believe that these are *all* essential components of a healthy work culture, and this fuels my passion for coaching leaders, who shape culture, to perform at their very best on the job. Consequently, I adopt a holistic approach to working with clients. Whilst organisations have legitimate expectations of their leaders, I recognise that the challenges that arise in meeting them sometimes have their roots outside of the workplace. Blockages to high performance might include a fear of failure, procrastination, relationships “imposterism,” loss of confidence, poor work-life balance, low resilience, or simply just feeling “stuck”.

As your coach my role is to be a “thinking partner”. I will provide a safe, confidential space in which you can unpack the underlying issues affecting your performance and I will challenge your thinking. I will help you to identify your strengths and address gaps and triggers that could limit your influence, encouraging you to consider fresh perspectives which will build your confidence to lead boldly. Effective coaching will support you through the exploration of personal change and hold you accountable for setting intentions, goals or actions that move you towards your desired outcomes.

I will work hard to understand your context, the significance of your goals and the impact success would have on you and your situation. I will hold a non-judgmental space for you to share openly, and I am comfortable going deeper with you, if required, to explore the root of your performance challenges. In this regard, I have integrated into my practice evidence-based approaches such as Positive Psychology, Transactional Analysis, neuroscience and limiting beliefs theory to help expand your perspectives. If you are prepared to put in the work, I'll be there to support you in pursuit of the personal growth you seek.

My core values as a coach are compassion, authenticity, collaboration, integrity and respect. From our first discovery call or meeting, I want you to gain a genuine sense of who I am and what I would be like to work with so that you can feel psychologically safe with me and more easily discern whether we would be a ‘good fit’ to work together. Similarly, my values provide clear boundaries which help me to feel confident about only taking on clients that I genuinely believe I can support and work well with.

Finally, I am an accredited Associate Certified Coach (ACC) with the ICF (International Coaching Federation). I studied with Optimus Coach Academy, London, to achieve my Professional Coaching Diploma. This qualification represents rigorous training and assessment to ICF PCC (Professional Certified Coach) standards and ethics and is recognised by both the ICF and the Association of Coaching (AC).