



BRENDA

BUSINESS COACH

COACHING QUALIFICATIONS

Qualified SA Business Coach

06 Aug 2021

OTHER QUALIFICATIONS

CA (SA)	28 Feb 1981
Master of Business Administration	30 Nov 1983
BA (Hons) French	30 Nov 1977
Diploma in Wine, CWA	30 Sep 1996



COACHING PASSION

This quote by Blaise Pascal, a French philosopher, really sums up the power of coaching: "People are generally better persuaded by the reasons which they have themselves discovered than by those which have come in to the mind of others".

I have a passion for helping others, am curious, empathetic and have had 30+ years of business experience, in many areas and at management and executive level . I am keen to share my wisdom and business and life experience through business coaching, particularly with people experiencing times of change, eg promotion/lateral movement and new positions, and especially in the financial services sector.

WORK EXPERIENCE

I have a BA(Hons) in French, am a Chartered Accountant (SA) and have an MBA from UCT. I have worked predominantly in financial services, including life assurance , asset management and hedge fund administration, and my roles have included the following:
Finance Director of IDS Fund Services Group (now Sanne)
Risk Manager, Employee Benefits, Momentum
Deputy General Manager, Finance ,Southern Life
Head of Facilities, Southern Life
Consultant , Structured Products, Investec.

COACHING SPECIALTIES

- Coaching new managers
- Coaching new executives/leaders
- Coaching graduate professionals new to the corporate world

COACHING EXPERIENCE

I have completed a 6 month coaching course with SA Business Coaches, and as part of this have done 24 hours of coaching practice with delegates in my cohort. In addition, I have informally coached and mentored many colleagues and staff in my various management roles. I have been actively involved in recruitment, leadership training and the management of disciplinary hearings. I have also informally coached many students, in order to assist them with career development.



COACHING INTERVENTIONS

#	Interventions	Industries & Sub-industries
1.	Rikshana Jugoo	
2.	Developing my Coaching Practice	Professional, Scientific, and Technical Services Administrative Management and General Management Consulting Services
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4.	Developing my Coaching Practice	Management of Companies and Enterprises Corporate, Subsidiary, and Regional Managing Offices
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6.	Developing a coaching package	Professional, Scientific, and Technical Services Administrative Management and General Management Consulting Services
7.	Understanding of Business Coaching	
8.	Style of Coaching	Professional, Scientific, and Technical Services Administrative Management and General Management Consulting Services