



SARAH *Business Coach*

COACHING QUALIFICATIONS

QUALIFIED SA Business Coach

30 Apr 2024

OTHER QUALIFICATIONS

B. Soc. Sci (Psychology)

31 Dec 2003

B. Soc. Sci Hons. (Psychology)

30 Jun 2006

COACHING SPECIALTIES

- Leadership Coaching
- SMME Start Up Coaching
- Burnout Coaching
- Team Culture, Value and Behaviour

COACHING PASSION

I am deeply committed to coaching and mentoring women and men in leadership roles, particularly those experiencing burnout. My mission is to guide them towards discovering truth, clarity, and new opportunities both in business and in their personal capacities. By empowering women to tap into their full potential and purpose, we are laying the groundwork for the next generation of strong female leaders in business.

WORK EXPERIENCE

After completing my honours in psychology, I dedicated 10 years to working in the FMCG sector, where I collaborated with teams to develop consumer-centric insights aimed at building and expanding brands across Africa. My expertise lies in research, particularly in cultivating healthy teams and fostering robust organizational cultures. I am passionate about establishing clear team values and behaviors that promote cohesion and productivity. In my approach, I utilize the Clifton Strengths framework to harness individual strengths and align them with team objectives, ensuring a harmonious and effective working environment.

COACHING EXPERIENCE

Since 2016, I have been actively coaching individuals, emphasizing the Clifton Strengths framework, personal development, and self-awareness. My primary focus is on cultivating healthy team cultures through workshops designed to clarify team values, strengths, and the foundational behaviors essential for a thriving team structure. Additionally, I have traveled extensively to facilitate specialized team days centered on understanding and addressing burnout in the workplace.



Successful Businesses use Business Coaches
QUALIFIED SA BUSINESS COACH



SMART TOOLS FOR SUCCESSFUL COACHES

