



TONJA *Business Coach*

COACHING QUALIFICATIONS

QUALIFIED SA Business Coach	28 Feb 2026
Life Transformation Coach	08 Aug 2023
Negative Emotional Therapy Coach	16 Aug 2023
Life Coach	31 Aug 2023
NLP Coach	24 Aug 2023

OTHER QUALIFICATIONS

Post Doctorate Fellow (Org Voice and Silence)	14 Sep 2017
Doctorate in Business Leadership and Change	29 Oct 2015
MBA (High Performing Teams)	05 Dec 2012
BCom (Computer Science and Transport Ec.)	02 Oct 2000
BA (Theology and Psychology)	30 Oct 1993

COACHING SPECIALTIES

- Leadership teams within Complexity
- Leadership Transitions & Identity Shifts
- Behavioural Pattern Diagnosis & Derailment Prevention
- Emotional Regulation & Decision-Making Under Pressure
- Culture, Trust & Psychological Safety
- Building Resilience & Sustainable Performance

COACHING PASSION

I partner with senior leaders to shift the behaviours that shape culture, performance, and risk, using diagnostic-led, trauma-informed methods to uncover the hidden patterns, pressures, and blind spots that undermine leadership effectiveness. My work strengthens emotional regulation, decision quality, and relational intelligence in complex, high-stakes environments, connecting individual behaviour to team dynamics and organisational outcomes. I lead by designing conditions, not managing behaviour, establishing the structures, standards, and leadership practices that allow trust, accountability, and performance to emerge without constant intervention. I partner with leaders who are ready to own consequence, engage conflict honestly, and build systems that function without heroic effort, believing that sustainable leadership is measured not by how indispensable we become, but by what endures when we step back.

WORK EXPERIENCE

I bring over 30 years of experience integrating operations, people, and change. I spent the first decade of my career at the coalface of production at Toyota South Africa Motors, where, as Senior Manager of Production Systems, continuous improvement, efficiency, and operational discipline were non-negotiable. Seeking the missing human variable, I spent the following decade leading HR initiatives and manpower planning, focusing on performance from a human systems perspective. This journey culminated in doctoral research, where I developed a context-specific framework for change in Africa. The result is a rare fusion of operational rigour and deep human insight. My training in modalities that reduce resistance, stress, fear, and anxiety enables leaders to unlock potential, regulate under pressure and sustain performance through complexity and transformation

COACHING EXPERIENCE

Since completing my Doctorate in 2015, I have advised and coached C-suite and senior leaders across complex organisational systems, including culture transformation and high-stakes leadership transitions. Using a diagnostic-led, trauma-informed approach, I help leaders reduce derailment risks, strengthen emotional regulation, and improve decision quality under pressure. My work links individual behaviour to team and organisational performance, creating psychologically safe, resilient, high-performing cultures. I lead by designing conditions, not managing behaviour, partnering with leaders who take ownership and build systems that sustain trust, accountability, and performance beyond any one individual's presence.



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TONJA

Business Coach

TESTIMONIAL

During our sessions, I experienced a sense of coming together, as if I were meeting pieces of myself that were there, but out of focus and misaligned. A lifelong feeling of uncertainty started to shift, slowly, like a big ship changing direction, and settled into something steady and secure - like tectonic plates settling. I experienced a newfound respect, love and awe for the unique way that made up who I was, am is yet to be - this is a treasure that I will embrace, nurture and build on.



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COMENSA Accredited Course



**International Coach Register ISO 17024
Accredited Course**