

Sarah Reynolds

Executive Coach



Sarah is an executive coach providing one-to-one coaching to senior executives in business, and partners and directors in the professional services sector. Sarah is volunteer coach for the UK Government Early Talent Programme and a mentor for the ICAEW (Institute of Chartered Accountants in England and Wales) Mentor Programme. With 20 years' experience working internationally for Deloitte in London, Singapore, Brussels and Johannesburg, Sarah brings professionalism and in-depth understanding of the challenges of working at a senior level in a global professional firm.

After many years in a client-facing role in tax in UK and Singapore, Sarah worked in the Deloitte Tax Policy Group for a year before moving into a Talent and Learning leadership role. As the a regional and global tax learning leader Sarah has led the development and expansion of regional (EMEA, AP and Americas) and global technical training for tax at Deloitte.

Sarah also established regional networks of tax, talent and learning professionals to provide technical support to in-country tax talent and learning teams and to facilitate the role-out of key global talent and learning strategies at a country level. Sarah has led the creation, development and implementation of key global strategies.

Sarah now draws on her many years coaching and mentoring members of her team and the regional networks that she supported to offer one-to-one coaching and mentoring to senior professionals in accountancy and other professional services firms.

Her Style

Sarah's style is empathetic, challenging, and action-focused. Coaching partners and other senior executives, Sarah acts as an impartial sounding board and provides clients with an invaluable thinking space in which to define and develop goals and determine potential actions. Areas to work on might include, business planning, winning business, client management, personal recognition & eminence building (both within the firm and externally) and team management issues.

Having lived and worked overseas for more than half of her career, Sarah brings cultural sensitivity and an understanding of the international environment to her coaching engagements.

Coaching is delivered through a combination of face-to-face and virtual coaching sessions to suit the needs of the client. Sarah provides on-going support via email telephone in between

coaching sessions to help clients attain their goals and to drive actions forward.

Training and Qualifications

- Executive & Life coach, trained on Barefoot's university accredited Post-Graduate Certificate in Business & Personal Coaching course;
- Member of the International Coach Federation (ICF).
- Member of the Chartered Institute of Taxation (CIOT);
- Member of the Institute of Chartered Accountants in England & Wales (ICAEW);
- BA (Hons) Law - Gonville & Caius College, University of Cambridge.

Getting Results

Sarah works with clients to build the management and leadership skills required for career progression. This can include confidence building, communication and leadership styles, change management, approaches to stress management, motivation (for self and others), personal impact, understanding the interrelationship between own and others' behaviours, , and building a vision. As a coach, Sarah believes that small changes (in behaviour, thinking, actions) can have a big impact on performance and results. Coaching can often extend beyond the work place to include broader life challenges recognising that, when exploring behaviour, motivation and self-belief, it is often not possible to clearly divide matters into such categories as "work" and "life".

Examples of recent assignments

1. Coaching a senior female tax partner in the UK to take a more strategic position, give focus to technical development and client relationship management and regain a better work-life blend.
2. Working with a partner candidate in Singapore to identify areas of change and development needed to transition into a partner role.
3. Coaching/mentoring a new partner on writing a business plan to align to key financial metrics and balance commitments of new role with personal responsibilities.
4. Coaching a partner to build self-confidence, an understanding of differing leadership styles, influencing skills and personal impact to progress to a country service line and regional service line leader's role.
5. Working with a senior director in Belgium on his coaching and mentoring style to better work with his team and address specific team management issues.
6. Working with a director at an investment bank through a redundancy and re-deployment process.
7. Coaching a senior Communications Officer in the Foreign and Commonwealth Office on skills development and personal impact.

Tools used

Psychology models, including Human Givens, Transactional Analysis and Choice theory, leadership models such as Daniel Goleman's six styles of leadership, emotional intelligence in leadership, personality profiling to build awareness of self and others, and the power of action.

Deloitte Experience

Having worked internationally at Deloitte from 1993 to 2013 (UK, Brussels, Singapore, Johannesburg) Sarah established LifeForward Coaching in 2015 and began coaching senior executives in UK, Belgium, Singapore and Malaysia in the same year.

The Practicalities

Languages: English

Locations: UK, Europe, South East Asia.

Testimonials

"Sarah listens exceptionally well and asks very pertinent questions which go to the root of a problem and create greater self-awareness. She has the ability to steer a conversation in such a way that it is the coachee who formulates his/her goals and commits to an adapted action plan. I highly recommend Sarah as a coach to any business or team leader who struggles with certain challenges in his/her job and wants to move in a different direction."

"Sarah helped me remember that priorities are not fixed and constant but change and have different phases. I cannot only control what I do now but what I aspire to do in the future, so gaining a sense of future rather than being stuck."