

# EMMA COOK

## BUSINESS COACHING TO IGNITE PERSONAL AND ORGANISATIONAL GROWTH.

Prioritise fulfillment. Improve performance. Increase engagement.  
Overcome immunity to change.

Emma has a passion for helping organisations achieve their value driven goals and facilitating individuals to flourish in roles that fulfill them. She recognises the magic of a good question and the transformational power of deep listening and solid insight to ignite positive change.



Emma's clients cite her warm, yet challenging approach combined with an astute understanding of business and rich personal experience as the keys to success in their coaching partnerships. She is known for her help in bringing the clarity, confidence and techniques to successfully tackle challenging situations to achieve both personal and organisational ambitions.

### EMMA'S PHILOSOPHY:

"I believe that one of coaching's greatest superpowers in this overloaded world is helping us to use our precious gift of choice. Choice about how we behave, the decisions we make, the goals we have set and how we achieve them. My mission is to help everyone I work with lead a life fully lived in the areas they feel important"

### COACHING FOCUS AREAS:

#### ◆ One to One Coaching

Emma works across all industries, professions, and coaching issues. Some key themes are:

- Optimising performance in a new role
- Overcoming immunity to change and navigating change
- Cultivating strengths and confidence
- Understanding and honouring values to drive fulfillment
- Navigating leadership and relationship challenges
- Working across cultures and performing in a new environment

#### ◆ Facilitating Teams to Find the Optimal Path to Growth

Where coaching meets consulting. Emma uses an established yet bespoke process to unleash the power of an organisation's people to solve problems, drive sustainable growth and achieve excellence.

Whatever the goal or problem – customer experience, retention, increased sales – harnessing the knowledge and insight of the right people in the right way to achieve goals will be infinitely more effective than simply giving them a solution to implement.

**Contact Emma to learn more about the 'self-solving teams' process**

## EMMA'S STORY AND CREDENTIALS:

Starting her career as a young female leader in a male orientated environment, Emma accelerated through the corporate world with a combination of business common sense, emotional intelligence and a whole heap of determination. In diverse roles from Global Director of Product Management & Pricing to Director of Customer Experience, she facilitated profit growth across multiple companies in logistics, information management and publishing. She then set up her own successful consulting company – The Value Venture - with the mission of helping companies align the value they offer from their products and services to the value they capture through price.

The decision to transition her consulting business towards coaching was driven by the ongoing awareness that successful change can only truly be driven from within. Multiple times she observed projects fail due to the fact they were 'directed' not 'co-created' and saw individuals flounder when they could flourish. She decided she wanted to take more dedicated action to prevent this, to become a catalyst for positive change.

No stranger to change herself, as well as navigating many career transitions, Emma has lived and worked in five countries with significant cultural diversity and thrives within social complexity and different business environments. She loves to work with people from all walks of life.

**BA Business Studies degree | 15 years Director level @ global multinationals | 10 years + Business Owner | Graduate of Meyler Campbell Mastered Programme (Fully accredited by the Association for Coaching and awarded the European Quality Award) | EMCC Global EIA professional accreditation.**

## COACHING APPROACH AND TESTIMONIALS

Emma's coaching style combines challenge with compassion but most importantly she brings an exceptional talent for listening and helping her clients uncover the best path forward. She holds a space for thinking out loud, honest discovery and a thorough exploration of options and choices. Coaching with Emma is always goal oriented and results focused, she places a very high value on her clients time.

**"With our business having reached a crossroads, Emma really helped me unlock future options, both for the business and for me personally. If you are searching for a professional, personable individual to provide insightful coaching then look no further"**

**Managing Director – UK Hospitality Business**

**"I cannot recommend Emma highly enough. Her calming encouragement was just what I needed when I was initially feeling lost and she provided limitless positivity and enthusiasm to boost my confidence. Emma enabled me to find my direction, identifying my skills & qualities and helping me to adapt them to my new role. Emma was worth every penny."**

**Pilot and Aviation Specialist**

**"Emma's intuitive and thoughtful questions helped me to both focus on, and think around my goals, helping me to consider the full picture from different viewpoints. Following our sessions, I felt much more confident in approaching the matters which we discussed."**

**Senior Partner - Global Law Firm**