



Sandler Lanz

Specialists in
executive coaching

RACHEL GOODWIN



Rachel began her career in the television industry. During her ten years as a producer and director making documentaries for all the major UK broadcasters, she won UK and international awards. Rachel led production teams on UK and foreign projects and also worked as a development consultant within several independent television companies at a time of rapid growth and re-organisation. Through leading and managing teams within a highly competitive industry, Rachel gained a powerful understanding of individual and interpersonal dynamics.

In 2004 Rachel's longstanding interest in psychology led her to seek an opportunity to use her experience in a wider business environment. After undertaking training in a portfolio of psychometric and developmental models, Rachel became an executive coach supporting high potential individuals on their personal, professional and organisational journeys.

Rachel uses a range of tools to help clients to explore their personality type, motivation profile and influencing styles as well as to learn about how they are perceived and experienced by others. The twin hallmarks of Rachel's approach are warm empathy and an incisive intelligence which goes straight to the heart of the key challenges facing each client. By swiftly building rapport and providing a skilful balance of support and challenge, Rachel is able to help clients rapidly extend their 'emotional intelligence' and tackle any sensitive or problematic issues. She helps clients to explore honestly and openly any behavioural patterns which may be hindering their performance and reducing their effectiveness in role. Rachel ensures that this is followed by the generation of new behavioural strategies for the client to practice, review and refine, back in the workplace. This approach has delivered significant, long-term benefit to many clients, their colleagues and their organisations.

A recent client described the impact of working with Rachel: *"Rachel's advice and support has been invaluable. Her insight and guidance have really clarified key issues for me and her honesty about areas in which I needed to change had a significant impact on my behaviour."* Rachel has worked with a wide range of organisations including BP, Forum for the Future, Masstock, the University and College Union, Vision Capital and Waitrose.