



## **Fiona White**

Fiona White is an experienced sales director and management accountant with a track record of building high performing teams in large organisations, including Unilever and Vodafone. She is also a non-executive director of an NHS mental health trust.

Her interest in coaching developed through her desire to become a more authentic leader, committed to delivering through her teams by developing curiosity, drive and focus. She supplemented insights from her own journey with a post-graduate coaching qualification at the Institute of Leadership and Management.

Fiona is a results-focused coach, agreeing clear, measurable outcomes at the outset. Recognising that we are all individual, she adapts her approach to ensure maximum client impact, effectiveness and value.

Fiona's coaching focus areas and strengths include:

- Authentic Leadership
- Turning Strategy into Action
- Building high performing teams
- Simplifying business processes
- Creating a culture of continuous learning