

Elsa Critchley Executive Coach Resume

ELSA CRITCHLEY – EDINBURGH, UK



COACHING OVERVIEW

Elsa's career spans three decades across geographies and business sectors, most recently as Chief People Officer in an investment management firm. She has held senior roles in HR, Consulting and Relationship Management, led large teams and managed major change initiatives. Elsa is skilled in career and leadership development, personal impact and managing change. In addition to her work as an Executive coach, Elsa has served as a charity trustee, Board member for the Scottish HR Leadership Group and undertakes pro bono coaching. Elsa is an Accredited Associate Executive Coach, holds an MBA in International Marketing and is a Fellow of the CIPD.

COACHING APPROACH

Elsa's roles have provided opportunities to coach senior executives, becoming a trusted advisor during their most challenging periods. Her approach combines evidence-based methodologies and practical solutions. Her coaching model depends on client needs, with a focus on co-active and solutions-focussed methods. Elsa cares about her clients and brings genuine empathy, ensuring that each client receives personalised support to drive meaningful and lasting transformation. Her objective is to help clients to increase impact, unlock strengths, identify and overcome obstacles to success, and perform confidently at their highest potential. Elsa is committed to ensuring that every coaching engagement endures long after her involvement concludes.

BACKGROUND/CAREER HISTORY

Elsa has decades of experience in managing change, leadership development, people strategy, and human-centred transformation, with a focus on increasing individual and organisational performance. She brings extensive and practical expertise to her coaching and consulting practice. Her career spans a broad range of sectors, including the NHS, Financial Services, Consulting, Electronics, and Manufacturing. She has worked across continental Europe, SE Asia, India and North America. This diverse background has allowed her to gain valuable insights into a variety of organisations, from large global entities to founder-led SMEs and she has worked in the public and private sector. She is married to an academic and comes from a family of teachers and academics.

COACHING AREAS OF EXPERTISE

- Culture change
- Career development and transition
- Building confidence, purpose and clarity
- Communication, presentation and impact
- Time management and prioritisation
- People management and leadership
- Organisational transformation
- Strategy development

REPRESENTATIVE COACHING ENGAGEMENTS

Engagement One:

A senior HR professional was at a career crossroads, feeling their expertise was not being fully utilised but concerned not to push too hard. Coaching helped her to explore her goals, current reality, options and the will to change. New insight helped her to explore how she could develop in her current role or move externally. Our coaching helped uncover strengths, types of organisations and roles to explore and create an action plan. After our coaching sessions she feels more positive and is getting more stretch, having faced into courageous conversations internally whilst exploring external options more strategically.

Engagement Two:

A c-suite executive was struggling to deal with a senior staff member displaying challenging behaviours, which was having an impact both on the executive and wider team. After several unsuccessful attempts, he sought help to move forward. Our coaching enabled him to think through strategies to identify the root causes of the behaviour, and options to address the issues. The executive realised that they had been avoiding difficult conversations and needed to face into them but with empathy and understanding. We used Gestalt techniques and chair work to prepare for conversations. As a result, the executive held several challenging conversations which they had been avoiding, and was able to progress to a satisfactory resolution.

Engagement Three:

A senior leader had been given a stretching new role and whilst excited about the opportunity he was also feeling insecurity about the challenge. His aim was to develop the ability to present to senior stakeholders, establish credibility in his role, and contribute effectively. Our coaching provided insight on the root causes of his concerns using a solutions-focused approach to ensure that he recognised the resourcefulness, skill and expertise that he already had. He also identified role models and critical friends who could continue to give him support and feedback as he developed into this challenging role. As a result of our coaching he feels more confident and has settled into the new role understanding that whilst there is always more to learn he has the skills to do the role and the ability to be successful in it, rather than being held back by self-doubt.

LEVEL OF CLIENTS COACHED

C-Suite, Exco, Senior Executives, hi-potential leaders

REPRESENTATIVE CLIENTS

- BBC
- Canada Life
- Tesco Bank
- Sainsbury's Bank
- Skills Development Scotland
- Succession Wealth
- Baillie Gifford
- Standard Life Investments
- RBS
- Coutts

EDUCATION AND QUALIFICATIONS

- BA (Hons) – French & European Studies (2.1)
- Post Graduate Diploma in Personnel Management
- MBA – Dissertation on International Marketing
- Triple accredited (AC, EMCC, ICF) Practitioner Diploma in Executive Coaching (AoEC),
- Accredited Associate Executive Coach

LANGUAGES

- English
- French (conversational)

PROFESSIONAL DEVELOPMENT AND SUPERVISION

- Attends regular conferences, seminars and networking events and reads extensively. Maintains a network of coaches and other development professionals, undertakes coaching supervision bi-monthly.

PROFESSIONAL AFFILIATIONS

- Academy of Executive Coaching (Accredited Associate Executive Coach)
- Fellow – Chartered Institute of Personnel and Development

PSYCHOMETRIC AND DIAGNOSTIC TOOLS

- Familiar with various 360 approaches
- British Psychological Society Level A qualified

PERSONAL INTERESTS

Elsa is passionate about singing, photography and horticulture, and also enjoys exploring the hills and beaches of Scotland with her dog. She has contributed as a board trustee for WorkingRite, a charity dedicated to supporting young people into employment, apprenticeships or purposeful learning. She has served as a volunteer mentor for the BBC, Women in Banking and Finance, and the Scottish HR Leadership Group, where she is also a Board Member.

CLIENT TESTIMONIALS

Head of HR – Skills Development Agency

I have been working with Elsa for nearly a year now. The experience has been transformative both personally and professionally. For the first time in my career, I have experienced true coaching. The sessions have allowed me to ask myself questions and unlock the answers I didn't even know were within me. After each session I feel empowered, refreshed and invigorated.

In the midst of a busy job, it's often easy to neglect personal development. However, the value of our sessions is such I make it a priority to carve out time for them. These sessions haven't just benefited me; they've also made me a better leader for my team. I find myself modelling some of the tools and techniques I've experienced with Elsa, which has had a positive ripple effect on my team. Having had this transformative experience, I now truly understand the value of a coaching approach in empowering people to excel in their roles.

Senior Finance Professional – Wealth Manager

- *Elsa provided me with the challenge I needed to work through some difficult decisions about the future direction of my career.*
- *Her wealth of personal experience as a woman in financial services gave me confidence that she could empathise with my position.*
- *She provided me with examples of practical solutions and tools to navigate a more corporate framework than I was used to, secure agreement to change and have impact; all whilst remaining true to my core values and identity.*

Senior Compliance Professional – UK Retail Bank

Having you as my coach during a pivotal and challenging time in my career has had a lasting impact on me. As I took on new leadership roles, people management and supported the business during a period of significant change and organisational redesign, there was never any shortage of challenging situations for us to discuss. Your thoughtful listening and the perspectives you shared with me helped us to work through solutions together.

This helped me navigate complex stakeholder relationships and set my teams up for success. This had a marked impact day to day as I made decisions and managed those stakeholder relationships. I've since moved on to a new organisation and what's been notable to me is the lasting difference that your coaching has had for me. It has built a lasting confidence and the skills to navigate tricky situations. It's not always easy, but I'm starting from a much better position as a result of your coaching, and I notice the impact in feedback I receive from others.