

## Jacqui Fairbrass

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**Founder of Trafalgar Personal Development Ltd and co-owner of Fields of Learning Ltd, I support leaders to develop skills to engage and align people around them to drive business performance. I am a leadership coach, facilitator and trainer who helps leaders, and their teams think differently.**



## Background

As an education officer in the British Army for 18 years before becoming an executive coach and team coach, I worked with soldiers and officers in a variety of leadership and training development roles as well as working in multi-national operational environments and high-profile staff officer roles in the Ministry of Defence. Outside work I bring my desire to empower girls and young women to develop their confidence, adventurous spirit and full potential by volunteering with Girlguiding as the District Commissioner in my community and supervising Duke of Edinburgh's Award expedition training for 14-25 year olds.

## Style

I bring warmth, vitality and attentiveness to all my clients helping them develop the knowledge, capabilities and mindsets to embrace and sustain positive change. My approach is supportive, challenging and intuitive. I help leaders create personal objectives and recognise the importance of authenticity, accountability and adaptability. I like to use creativity and the outdoors in my coaching and training to help create perspective, resilience and connection and I use approaches from NLP, behavioural psychology, neuroscience and a wide range of leadership models and current thought leadership perspectives.

## Qualifications

- ✓ Master Executive Coach with the Association of Coaching
- ✓ Association for Coaching Accredited Diploma in Coach Training (ADCT)
- ✓ Certified Systemic Team Coach with the Academy of Executive Coaching
- ✓ NLP practitioner
- ✓ Certified practitioner, Transactional Analysis 101
- ✓ Advanced practitioner in the Strengths Deployment Inventory® (SDI®).
- ✓ Accredited practitioner, MBTI Step I and Step II
- ✓ Accredited practitioner, VOICEPRINT
- ✓ Accredited practitioner, FIRO-B
- ✓ Mindfulness Based Stress Relief (MBSR) trained
- ✓ MBA (Defence Administration) and MA Defence Studies, Cranfield University 1999
- ✓ Graduate of the UK Joint Services Command and Staff College 2000
- ✓ Bachelor of Education (Geography)

- ✓ Member of the Chartered Management Institute
- ✓ Member of the Association for Coaching and the European Mentoring and Coaching Council
- ✓ Association of Professional Executive Coaches and Supervisors (APECS) - in progress

## My Experience

### Leadership Development highlights

6-month NATO IS Management Development Programmes from 2000 for middle and aspiring managers including virtual and in person delivery

A 9-month coaching and leadership programmes for a NATO agency providing senior leaders with improved self-awareness, and increased impact and influence leading High Performing Teams and operating at strategic levels in the organization through sustaining positive behavioral change.

A major cultural change programme developing 120 leaders and 'change champions' within a global IT organisation to encourage business transformation.

My roots in Army education have focused on leadership development throughout my career, whether delivering training (indoor and outdoor) with junior leaders' practical resilience and confidence development programmes or with senior leaders on leadership development programmes for career enhancement.

### Coaching

I have coached leaders across various levels who have wanted to:

- ✓ become more effective leading high performing teams
- ✓ provide greater inspiration and motivation to their people
- ✓ be able to manage poor performance and relationship conflict
- ✓ deal with pressure and complexity at work and the impact this has on life
- ✓ create the most effective start to the new role they have just started
- ✓ feel ready to take the next step to advance their career
- ✓ increase their presence and impact and raise their profile in the organisation
- ✓ address why they have always been successful but some reason now feel blocked

Creation and delivery of high-profile Accredited coach training programmes and supervision for independent and organisational coaches including bespoke internal 'leader as coach' programmes for organisations

### Team Development & Team Coaching

I have coached a range of functional teams using a systemic team coaching approach that help teams explore issues through a series of external and internal lenses. Recent examples include:

- ✓ An NHS Director with her leadership team who were struggling with an issue of trust and differences in leadership styles.
- ✓ A new HR director and his senior management team to unravel a confusion of roles, responsibilities, tasking mechanisms and interpersonal friction.
- ✓ An ExCo of a building sector organization undergoing significant market challenge who required an increase in trust and alignment to help them transition through wider cultural change initiatives.
- ✓ The leadership team of a community bank who were grappling with challenges to team cohesion created by external regulatory pressure and interpersonal friction

Both independently and as part of wider development programmes, I have run reflective as well as mentally and physically challenging outdoor coaching programmes with teams in forests and mountains in the UK, the Netherlands, Belgium and the Spanish Pyrenees.

## My sector knowledge

- Oil & Gas
- Engineering
- Healthcare
- Local Government
- Aerospace & Defence
- Technology & Digital
- Financial
- IT/Technology

## What people say about me

Jacqui's coaching has been a major factor in my development as a leader over the past twelve months. Leadership theories and challenging work experiences are important: but Jacqui's coaching encouraged me to look into a mirror and question how my underlying values, beliefs and assumptions were driving my leadership behaviours – for better and for worse. Jacqui doesn't focus on the answers: rather she asks the questions that allowed me to realise the answers from within. I would recommend her to any leader wanting to move to the next level.

### C2 Service Line Chief, NATO Agency

'Focusing on myself helped me gain perspective at a time when I was feeling stressed and overburdened. I was able to gain clarity of perspective and realise the strengths that I never thought I had. I have been able to address head on challenging relationships in my team and develop solutions of benefit to all. I feel my team are now more engaged and it feels like a happier place to work'.

### Airport Station Manager, Global Petroleum Company

'The coaching support was really beneficial. Working in the PPE hub was at times frantic, stressful and exhausting. Having to deal with staff who were scared, angry and stressed, and trying to support them at a time when you are holding your own anxiety is very challenging. The coaching style was friendly, supportive and skilled and helped me reflect on my experience at this time and lead my team more effectively through this crisis. I appreciated the opportunity and Jacqui's coaching made a positive difference to me.'

### Associate Director of Programme Management, QI Programme Lead, Central & North West London NHS Trust and head of the Trust's PPE Hub during the COVID-19 Pandemic

'Thank you so much for the amazing journey we had together to the top of the mountain of Leadership Excellence. Your professionalism and dedication to the quality of the programme were only surpassed by the personal touch you so successfully applied to each of us. All your hard work has taught and inspired us to be better leaders and will have a significant and lasting impact, both on us personally as well as on the organisation as a whole'

### NATO Agency Achieving Leadership Excellence Cohort 2019

"...it is clear that we, along with our trusted partner TrafalgarPD and their team, have the ability to change the leadership culture within NATO...." **General Manager NCIA**