



## Coaching Profile - Gayle Hudson

I have over 25 years' experience in management and senior management positions across the public and third sectors. I've got specific experience in social care, education, mental health, disability, family support and community development.

I've been a senior manager at the Open University and worked for the social care regulator in Wales, as well as within local authority and the third sector. I'm also an experienced Action Learning Set facilitator and spent 8 years as a member of the Open University's Internal Coaching Network, coaching teams and managers across the University.

In 2019 I set up my own coaching and consultancy business and now split my time between coaching, training and consultancy work.

I am a generalist with a broad range of management experience across the public and third sectors. My expertise lies in asking the right questions, seeing the bigger picture, connecting across silos and bringing the right people together to find solutions to challenging and complex problems.

### My coaching

Over the last 10 years I have developed my own creative and experiential coaching style. I draw on a broad range of techniques and tools including positive psychology, Neuro-Linguistic Programming (NLP) and cognitive behavioural coaching. This is all underpinned with deep listening and astute questions to help you think deeper and gain more insight.

I love the variety of working with a wide range of clients from senior managers to those at the start of their careers. Recurrent themes from my recent coaching clients include: resilience and wellbeing, leadership development, work-based conflict and career planning.

I'm interested in working with you to explore under the surface, identifying unhelpful patterns of thinking and behaviours, unlocking new possibilities and starting to 'build the muscle' that will lead to positive and lasting changes.

I'm action orientated and as your coach, I'll encourage you to experiment with new approaches and ideas between our sessions, and report back on your progress.

I will share feedback and observations with you. If I feel I have particular insight or models and tools that may support you, then I will, with permission, offer this without expectation or direction.

You will always decide your actions at the end of each session and as your coach I'll hold you to account. I'll be your thinking and learning partner through your coaching journey but the learning is down to you!

## Relevant Qualifications

I am a lifelong learner and, since finishing my first degree, have studied alongside my professional work to gain an MBA, Post Grad Executive Coaching Certificate (ILM 7), NLP Master Practitioner and APM project Management.

I am accredited, at Senior Practitioner level, with The European Mentoring Coaching Council (EMCC) and work to their Global Code of Ethics.

## Who I am is how I coach

The essential ingredient in coaching is the relationship between the coach and client and the confidence in their ability to work together. Everybody has different drivers, values and learning styles and it is important to clarify what these are at the beginning of the coaching relationship, in order to navigate the best way to work together. Different perspectives are very useful; people don't have to have the same values or learning styles to be able to work together, and we often learn more through discovering new styles and approaches.

My core values and personal drivers include:

- Making a difference
- Hard work and determination
- Challenge
- Trust and Honesty
- Equality and Fairness
- Learning new things

I have an 'activist' learning style and am a practical person with high motivation and energy in my work.

## Personal

I live with my husband in Shropshire, on the English/Welsh border. Our grown up children have left home and we run a small bed and breakfast business. We keep chickens and often have a trainee Guide Dog living with us too.

I love walking and keeping active. I'm also a big fan of yoga and appreciate some mindful time to help stay balanced.

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