

Alison Craig

Senior Consultant



Alison has extensive experience of helping leaders perform at their best and successfully engage their teams and key stakeholders. She is a highly qualified leadership coach, mentor and facilitator with more than 20 years' involvement in supporting managers and leaders across multiple sectors.

Alison previously had an enjoyable career at retailer John Lewis, initially leading sales and operational teams before going on to head up people development and talent management along the south coast.

Alison is energetic and personable. She swiftly builds rapport with individuals and teams, creating a climate of trust and support in which they can increase their self-awareness and stretch their thinking. Alison's broad practical experience, underpinned by her theoretical studies, helps her really understand both the challenges and opportunities that clients face. Alison brings pragmatism and a useful amount of structure to her coaching and training, to support clients in identifying and achieving their business goals.

Alison believes that every person has great potential, but 'interference' can get in the way. In the confidential space that her coaching provides, Alison combines a valuable blend of challenge alongside non-judgmental support, to help clients gain clarity and explore the reality of their situation and how to move it forward. Alison enjoys working at all levels, from newly appointed managers through to Senior Leaders.

Sector experience: Charities, Construction, Customer Service, Education, Finance, Hospitality, Law (global), Marketing & Communications, the Motor Industry, Retail, Sales and Science.

Qualifications & Accreditations:

- MSc in Executive Coaching (distinction) – Ashridge Business School
- Ashridge Accredited Executive Coach - recognised at EMCC Master Practitioner Level (ILM Level 7)
- Full member of the Association for Coaching (MAC)
- Accredited to use: MBTI, TotalSDI, Clarity 4D, Emotional Capital Report (ECR), PROPHET
- Level 3 Certificate in Counselling Skills
- Level 2 Certificate in Counselling Concepts
- Transactional Analysis 101 - Certificate

Alison is also co-author of "Behind Closed Doors: Stories from the Coaching Room 2016", Libri Publishing.