



## ANURADHA SHROFF

ASSOCIATE

Anu is an executive coach, Gestalt group dynamics practitioner and Asia Pacific Association of Coaches (APAC) research sub-committee member. She is also an experienced action learning set facilitator.

Anu is passionate about mental wellness and hosts pause retreats to help people to slow down. She loves to dance, read, and spend time with her three growing-too-fast children.

### TESTIMONIALS

"Anu is an exceptional listener and highly perceptive and intuitive individual, which make her a superb coach."  
- CORPORATE RELATIONS MANAGER SEA, DIAGEO

"Sessions with Anu were surprisingly refreshing and the thoughts shared were helpful in both my work and personal life."  
- ASSISTANT DIRECTOR, SINGAPORE SPORTS INSTITUTE

"Having been coached by Anu for the past 8 months, I've discovered that listening to my gut instinct is absolutely vital. Anu has been a terrific sounding board and her sessions have been a source of encouragement in my moments of uncertainty. Her tips such as keeping a diary and taking closer note of the way I respond to certain experiences has been extremely helpful. I'd strongly recommend Anu to people wanting to gain clarity and insight in their business."  
- DIRECTOR, JENNIFER LIM ART

"I just wrapped up my last FOCUS coaching session. I must say that this is one of the best benefits I have ever encountered at ADB. My coach's perspectives are incredible, and may I be so bold as to say, life-changing (at least for me)....My coach was Anu Shroff. I cannot say enough about how excellent she is. Probably the best coach I have ever experienced."  
- SENIOR POLICY & PLANNING SPECIALIST ADB

### QUALIFICATIONS & ASSOCIATIONS

BA(Hons)Psychology and Sociology, The University of Sheffield ▪ Certificate in Advanced Gestalt Group Dynamics, Relational Change and David Lines and Associates ▪ Certificate in NLP ▪ CTI Level 1 Certificate ▪ Certified Organisational Coach ▪ FIRO-B Certified

### COACHING EXPERIENCE

Anu has coached team leaders, executives in transition and senior leaders who want to be more effective in their leadership. She has coached in the public service and private sector. The areas of focus for most of her clients have been developmental and an increase of self-awareness so that they can be more effective in their leadership roles.

### COACHING STYLE AND APPROACH

Anu uses a Gestalt approach in her coaching practice. She motivates others and helps them feel "heard and seen" so that they go deeper in their process. She helps others take charge of their life so that they feel empowered to make the change they wish to see. She journeys along with others and understands their experiences to help them be fully in the moment.

### BUSINESS EXPERIENCE

Working in a complex environment of the Public Service for 14 years, Anu understands that leaders need to be resilient, creative, and open to learning to navigate an uncertain future. When she made the transition from steady employment to a fast-changing business environment, it required her to be agile, adaptable and lead teams towards common business goals.

Anu brings over 10 years of facilitation experience which blends with a deep understanding of complex systems and the psychology of human development. Skilled at facilitating in leadership, strategic and scenario planning workshops, she adapts the facilitation to meet the desired needs of the organisation.

### AREAS OF EXPERTISE

- Developmental coaching to raise self-awareness
- Organisational coaching to work towards goals
- Transition coaching
- Team coaching

### PREVIOUS ENGAGEMENTS

- Leader, Government - developmental coaching with emphasis on personal leadership, self-awareness, and communication style.
- Team Leader, Government - coaching to recognise and address the fear of leadership.
- Senior Leader, SME - coaching as part of leadership development project to transition from technical to strategic leadership.
- Team Leader, MNC - coaching as part of leadership development, to be more effective leaders when working in diverse teams.