



## KELLY SAMSON

ASSOCIATE

Kelly is an experienced executive coach with a proven track record of empowering leaders to successfully embrace challenges to rise to be their best. He is passionate about leaders getting profoundly real and moving into their highest potential.

Kelly enjoys quality family time and hobbies such as snowboarding, yoga, scuba diving, cycling, cooking and meditation.

### TESTIMONIALS

“Kelly is a first-class Executive Coach. Kelly has helped elevate my thinking and empowered and emboldened me to lean into the challenges of executive leadership.”

- **CIO, FINANCIAL SERVICES**

“Kelly provided invaluable support to help me transitioning into a more senior role to achieve my professional goals, build my confidence & resilience and be clear on what was important to me”.

- **GENERAL MANAGER, BANKING SECTOR**

“The biggest benefit I found from Kelly’s coaching is now I’m fully connected to and owning my intrinsic qualities and abilities. Now I walk into the room believing in myself and knowing the difference I can make. I highly recommend Kelly to any leader who wants to get 100% real with themselves and step up to the next level. Five stars!”

- **GENERAL MANAGER, MEDIA**

### QUALIFICATIONS & ASSOCIATIONS

Advanced Coaching Certification (ICF) • Neuro Linguistic Programming (NLP) Master Practitioner • NLP Instructor and Trainer • Bachelor of Business Studies • Accredited Developmental Coach • Transforming Communications and Conflict Resolution Instructor • Coaching Genius Meta Coaching, Neuro-Semantics • Certified Meta-Coach • Multiple Brain Integration Coach, (mBraining) • Certificate in Applied Neuroscience

### DIAGNOSTICS

DiSC • Enneagram • Workplace Drivers • 360 Leadership profiles

### COACHING EXPERIENCE

Kelly brings a wealth of experience and skills as a coach who has worked with a wide range of leaders to support them to overcome challenges and lift their performance. He coaches leaders and teams from various backgrounds and industries to transform their effectiveness, engagement, and culture. Kelly brings his broad base of experience of over 5,000 coaching hours to empower leaders to own their full potential.

### COACHING STYLE AND APPROACH

Kelly has a dynamic, challenging, and motivating style that builds leaders confidence and impact. Kelly coaches leaders to create crystal clear clarity, fresh solutions and inner motivation. Leaders grow their skills, self-belief, and sense of purpose to move forward with vision and achieve their goals. Working with Kelly means getting profoundly real with yourself and your leadership.

### BUSINESS EXPERIENCE

Kelly has a diverse range of experience and skills with over 30 years’ combined experience in the military and corporate sectors, both in New Zealand and London, in Director and business owner roles. He has worked with many global businesses and brings a deep understanding of the pressures and challenges of these environments. Kelly is also a Leadership and Coach trainer, delivering leadership and coaching skills to leaders and their teams.

### AREAS OF EXPERTISE

- Managing stress and building resilience for leaders working in high pressure environments
- Vertical development to elevate and expand capacity as a leader, for them to be more agile, systemic, and strategic
- Helping leaders to develop their authentic leadership style, presence, influence, and vision
- Leadership confidence and inner certainty with transition to new roles and increased challenges
- Developing self-understanding and EQ to lead with heart, vulnerability, courage, and authenticity
- Effective communication and overcoming fear of conflict to build leadership effectiveness and team trust

### PREVIOUS ENGAGEMENTS

- **GM, Financial Services Executive** - coaching enabled the coaching counterpart to transition to a senior role and develop their authentic leadership style, presence, and influence. Coaching counterpart achieved their goals of increasing self-belief, being heard, overcoming perfection, and embracing own style.
- **CIO, ICT** - coached through a period of organisational change to build organisational culture and confidence. Coaching counterpart achieved their goals of developing their high performing team, building trust, and leading with vulnerability.
- **CTO, FMCG Executive** - coaching enabled the coaching counterpart to effectively manage overwhelm and stress to build resilience in a fast paced, high-pressure environment. The coaching counterpart achieved their goals of increased trust, effective delegation, creating time and space, creating their positive mindset, and empowering their team.