



## ALEIDA MIENSTRA

ASSOCIATE

Dutch born Aleida is a credentialed and certified executive coach (including ACC with the ICF), with a solid corporate background and international business experience. Aleida lived and worked in Asia (Hong Kong, Jakarta and Kuala Lumpur) from 2008-2022, and has since relocated back to the Netherlands bringing with her a wealth of global perspectives and cultural wisdom.

Aleida loves to nurture friendships, to enjoy art and music and to be active in nature. A lifelong learner, she recently has started playing percussion.

### TESTIMONIALS

"In a coaching session with Aleida you feel 100% seen and heard. Each conversation is fun and insightful, like an exploration, never boring, and full of surprises".

- LEARNING & ENABLEMENT SPECIALIST,  
TECHNOLOGY & INNOVATION

"Aleida enabled me to keep the focus on the bigger picture, allowing me to assess the significance of different aspects in life and to commit to the endeavour of change."

- CEO, BANKING

"Aleida helped me to identify the barriers that have been holding me back and to see things from different perspectives. As a result, I have seen greater self-confidence, and an increased positive perception about my leadership that have led to better outcomes in my work and life."

- DIRECTOR COMMUNICATIONS, NOT-FOR-PROFIT

### QUALIFICATIONS & ASSOCIATIONS

Accredited Coach, Level Three, IECL ▪ Associate Certified Coach (ACC), ICF ▪ Membership: ICF Global and ICF Netherlands

### DIAGNOSTICS

MBTI ▪ EQ-I 2.0 / EQ360

### COACHING EXPERIENCE

Aleida began coaching in 2012 when she started her coaching education with IECL. Her experience includes one-on-one coaching engagements with experts, high-potential executives, senior leaders, and entrepreneurs in a wide range of sectors such as finance, food and beverage, retail, technology, and innovation, as well as not-for-profit organisations.

### COACHING STYLE AND APPROACH

People's deepest aspirations drive Aleida's coaching approach. A coaching journey starts with a thorough exploration of the desired future and defining the stretch goals. Aleida challenges her clients to be uncomfortable in their transition and to embrace this as an opportunity for growth. By creating new perspectives and an awareness of their strengths, her counterparts develop confidence and commitment to make the change they wish for. Clients have described her coaching style as empathetic, energizing, thought provoking and culturally sensitive.

### BUSINESS EXPERIENCE

Aleida has more than 25 years of management experience in the food and beverage industry, of which over 10 years were in regional and global leadership roles in strategic sourcing. In her position of Procurement Director Asia for a global dairy multinational she managed virtual teams across the region. From 2019-2021 she was Project and Change Manager in a FMCG company.

### AREAS OF EXPERTISE

- Transition coaching for leaders new to the organisation, the role, or the region; developing from expert to general manager or strategic leader
- Cross-cultural coaching for leaders to perform in a new cultural context
- Career coaching for high-potentials and senior leaders
- Coaching for enhancing performance and wellbeing

### PREVIOUS ENGAGEMENTS

- **Managing Director, Applied Intelligence** – coaching focused on building relationships in a new cultural context and developing executive presence. Resulted in more effective communication and networking and the creation of a coherent team across Asia.
- **Regional Manager, Retail** - transition coaching with a focus on building leadership style and presence, connected to key values and capabilities. Outcome: demonstrated confidence to fulfill the new leadership role and to maximize business results by enabling and empowering the team.
- **Deputy Project Director, Engineering** - career coaching resulted in a fully owned, long-term career progression plan and increased awareness of key values, strengths, and preferred leadership style.
- **CEO, Banking** - coaching clarified aspirations and priorities connected to key values, leading to enhanced work life balance and wellbeing,
- **Global Category Manager, FMCG** - transition coaching focused on self-awareness, confidence, and natural strengths to maximise impact, resulting in a successful transition from being expert to strategic leader.
- **Supply Chain Manager, Retail** - coaching on role clarity and expectation management, leading to better time management and performance.

### LANGUAGES

English ▪ Dutch