

*The time is now...*

# Hi. I'm Jo

## Profile: Jo Reeves PCC, PGCert

**Areas:** All UK

Available face to face and remote

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### Coaching Qualifications:

PG Cert Business & Personal Coaching, University of Chester

Level 2 (ACTP) ICF Coach Training – Business and Personal Coaching

Transactional Analysis TA101

### Membership of Professional or Coaching Bodies:

International Coach Foundation (ICF) PCC credentialed.

### Other Qualifications:

NVQ Level 3, Health and Social Care, South Birmingham College

Management and Leadership Level 2, Chartered Management Institute (CMI)

Motivational Interviewing - Enhanced Level, Swanswell (Charitable Trust)

Certificate in Counselling L2, South Birmingham College

Foundation in Art and Design, University of Central England, The Birmingham

Institute of Art & Design

Mental Health First Aid, Mental Health England



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## Coaching Approach:

An empathic provocateur and distiller of knowledge.

Jo is experienced in 1:1 coaching ranging from C suite to personal coaching; group coaching and business coaching. A fearless public and keynote speaker and a lead on women's development and leadership.

Self-belief and confidence, and family life coaching expert. Published expert in Psychologies magazine, Women & Home magazine, workingmums.co.uk, and most recently People Management Magazine. Regular featured expert on BBC radio. UN Women UK community member and delegate. Shortlisted for 'Award for Business Master's Outstanding Collaboration' category for her partnership with Center Parcs for Women's Development.

Most recent clients have included ING Bank, Lloyds Banking Group, JLP, Virgin Media O2 and NHS. In 2023, successfully led a sophisticated learning intervention and behavioural change programme 'Women in Life and Leadership' within a global bank.

In addition, Jo is a skilled and experienced tutor and facilitator on ICF level 2 / Post Graduate Certificate (University of Chester) Business and Personal Coaching programme.

*"I wholeheartedly believe that coaching can unlock magic - often unknown magic, imagination, leadership, growth, and true greatness. Coaching is life-changing, and through my years of experience working with people, I can ignite transformation change with my 1:1 clients, groups, and organisations I work with".*



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## Sector Experience:

As a Substance Misuse Counsellor within the voluntary and charity sector for 10 years, Jo provided clinical support and counselling to a high portfolio of diverse clients with varying degrees of substance misuse within a multi-disciplinary composition; including Criminal Justice and Shared Care settings. Working closely with other services and professionals, Jo worked with often challenging individuals with life threatening behaviours to address their needs and their goals for change. This included the homeless and young adults leaving care. Using positive psychology to manage risk and reduce harm, she also built trust with individuals who had lost trust in society. Jo reflects that it was during this time she built her strong and steadfast foundations for being a coach.

To gain experience within her portfolio, Jo moved away from the voluntary sector and into the corporate world; specifically Learning and Development. Jo was in fact headhunted by a global Head of Talent and promoted to Learning and Development Tutor and Coach. Here, Jo started to apply her knowledge and transition into the coaching arena. As well as delivering soft skills training, she also tutored on accredited CMI training – training leaders and managers throughout the business.

Most recently, Jo was Barefoot Coaching's Lead In-House Coach and Tutor. Leading on self-worth and confidence programmes, Women's Development, and working with organisations such as NHS, Center Parcs and RWE.



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## Testimonials:

Jo is an exceptional coach and helped me through a challenging period when I was emerging from a year of therapy and not feeling particularly confident about my thoughts or wants. As I moved through that, with her support, she shifted into cheerleading mode - which was exactly what I needed. I thought I needed help with my career, but Jo was able to give me much more than that. Even now, when we are no longer working regularly together, she follows and supports me and is always there to congratulate me on an achievement - and, knowing she does this for other current and former clients, I continue to be so impressed by her commitment and enthusiasm for others. She clearly loves helping people and has a natural gift for it, which has then been honed by years of experience and training. I feel incredibly lucky to have worked with Jo, who gave me just what I needed, exactly when I needed it. I wholeheartedly recommend Jo as a coach.

*-Rebecca Seal. Author, TV Presenter, and journalist.*

“I worked with Jo, as my coach, over the last year focussing on, limiting beliefs, cognitive dissonance and mindset change. Through her energy, enthusiasm and empathy she has helped get the best out of me and progress my career by helping me identify areas of strength that I was able to use to support my growth. Jo's ability to understand me as a person was great and the enabled her to adjust her approach during our sessions to get the best out of me. She knew when to push, when to listen when to give me more space and when to laugh - a great talent and skill to have. Jo has a communication style that is warm, open and engaging that made the toughest of sessions easier to get through and work towards my goals.”

*- Nick Cleary. Director, Belron*

“Jo is a master of bringing out your best self. Her coaching sessions have changed my life, there's no two ways about it. I went from being terrified that I was a complete idiot and was seconds away from being sacked to loving myself in my own skin and being offered a brilliant new job and having a range of tools to help me to thrive. I am more motivated than ever in my job and I've been told I'm the most engaged member of my team.”

*-Nicola, Private client*



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## Testimonials:

Jo was a huge influence on the way I changed my mindset to encourage greater self-belief and confidence. Throughout our coaching sessions she was empathetic, enthusiastic, and built energy to really connect with me. More importantly, Jo spent time to get to know me which allowed me to open up and find a way past those limiting beliefs, which were holding me back. I can honestly say, without Jo's support I wouldn't have got through a very challenging point in my career. I will be forever grateful to Jo and would recommend anyone seeking some guidance to utilise her.

*-Rob Simons, Global Sales Director, SALTS*

Jo is a first-class educator, coach and all round fabulous person. I would highly recommend her.

*-Dr Claire Kaye, Former GP, Executive Coach and GP Advisor for BMJ*

