

Coach Biography

Lucinda Shaw



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Leadership Trust Coach and Facilitator

Having a good rapport with your Coach is important in being able to trust them with your thinking.

Often by reading a biography we get an understanding of their qualifications, their experience and sometimes their values and style of coaching.

So how do you choose or match a client and a coach?

Lucinda Shaw shares below some of the life experiences that have shaped her approach to coaching.

Lucinda has been a member of the Leadership Trust Faculty since 2015 working as one of its Coach-Facilitators and now as an LT Coach. Her interest in working with people to develop, learn and succeed has been honed during a 30-year career as a senior leader. Lucinda runs her own coaching practice, coaching individuals, teams and groups at the C-suite level as well as with middle-managers across the private, public and voluntary sectors.

Lucinda has held a range of transformational, strategic and high-level income-generation roles across the charity and NGO sector in the UK and abroad, including the United Nations in Rome. Most recently she has worked with global pharmaceutical and medtech companies securing strategic partnerships for the largest stroke organisation in the world. Until recently Lucinda also worked for a European NGO dealing with a range of stakeholders across the continent and supporting the

organisation's influencing work with EU policy makers. She also ran a start-up charity from inception, establishing a film competition for young people and engaging key stakeholders in the tobacco control arena including the Department of Health.

Lucinda believes that by learning about ourselves we can transform how we think, engage and operate, for the better. With many years' experience in the workplace, Lucinda's focus is on enabling people to break free of everything that holds them back in order to achieve more for themselves and, in turn, their organisations. As a coach, and an experienced and successful senior executive and team leader in organisations large and small, Lucinda is skilled at working with individuals and teams, empowering them to become significantly more effective, resilient and, crucially, happier.

Lucinda has regular supervision sessions with a Master Coach and supervisor, Patrick Hobbs, as well as being dedicated to her continuing professional development. As part of this she also has coaching.

Leadership

Experience

- Head of Healthcare Partnerships: Stroke Association
- Director (CEO): Deborah Hutton Campaign/Cut Films
- Development Director: London Community Foundation
- Head of External Relations: RedR
- Consultant: UNHCR, Rome, Italy

Key accreditations/ memberships

- International Coaching Federation (ICF) ACC accredited coach
- Member of ICF
- Member of the Association of Integrative Coach Therapist Professionals (AICTP)
- Certificate in Professional Coaching Skills, Coaching Development (2015/16)
- Certificate in Team, Systems and Group Coaching (2018)
- Cultural Studies BA with Hons, University of East London (1988)
- Vice Chair, Stamford Hill Primary School (2009 – 2013)

Location of Work

Based in London, UK and works globally

Languages Spoken

English (Native), Italian