

# Flora Mac Donald Biography

## Overview

Flora Mac Donald has over 17 years' commercial experience with a proven track record as an executive coach and facilitator in the field of Talent Management. Flora has worked with clients at every level of seniority, from Board level to emerging talent. Her experience covers a broad range of industry sectors and organisations, including UK programmes with FTSE 100 companies and internationally based assignments with multinationals.

Flora is highly experienced in the field of people development, team building, change management and career progression. Flora worked as a consultant in both Australia and London for a global management consultancy. She has contributed to articles on coaching and talent management in The Guardian, The Evening Standard and Executive Grapevine.

Some of her work includes:

- Coached numerous executives over long term assignments, working on a variety of topics such as leadership style, confidence, profile raising, career decision-making, communication style and stress management.
- Facilitated over 40 organisational change workshops attended by managers and individuals within private and public sector organisations' to increase their resilience to change.
- Designed and delivered innovative leadership development program for aspiring directors within global insurance firm. Intervention resulted in 80% of participants securing internal promotions within 12 months and 100% Talent Retention.
- Designed and facilitated career management intervention as part of a high potential programme within FMCG business. Interactive sessions focused on building strengths, creating personal brand, networking, influencing and making the most of mentoring relationships. In parallel, led group coaching sessions for senior mentors to work on overcoming obstacles to career management within organisation.
- Co-designed and delivered bespoke training for HR specialists for multi-national Pharmaceutical firm. Delivered face-to-face training in partnership with client in following locations: Switzerland, Istanbul and Chile. Coached lead sponsor to develop their facilitation techniques.
- Delivery of assessment and development centres, including assessment of written exercises, simulations, competency based interview's including follow-up feedback and coaching sessions.
- Facilitated team development events to improve team effectiveness, encourage a culture of open feedback and high performance.

## Areas of Coaching Expertise

- Unlocking unhelpful beliefs and thinking patterns
- Strengthening self-belief
- Maternity coaching
- Improving personal style and building relationships
- Balancing professional and personal life
- Managing self and others during change

## Professional Memberships

Accredited as full member of Association for Coaching (MAC)

## Accredited user of:

- Myers Briggs Type Indicator
- Hogan Personality Indicator
- MRG LEA suite
- Team Management Profile (TMP)
- Birkman Firstlook Questionnaire
- Experience in providing 360 feedback using various bespoke questionnaires

## Education

- BSc Hons Psychology and Business Studies
- Post graduate Diploma in Hypnotherapy and Psychotherapy
- Certificate in Coaching from Centre for Coaching
- Primary Certificate in Stress Management Coaching
- Primary Certificate in Problem Focused Coaching
- Primary Certificate in Performance Management Coaching