



Lian van Sinten

Consultancy and Coaching experience

Lian has over 20 years of business experience as a consultant and as a coach and works in association with SWAN Consulting. She is an expert in executive coaching, leader development and the human dynamics of change at individual, teams and organizational level. She is fascinated by the challenge of making things happen.

The characteristic of her consultancy is to create change and implementation through problem solving and learning at the same time and at all levels in the organisation. She has a deep insight of the paradoxes and dilemma's from the bottom to the top, from the co-operator to the manager, from the manager to the vice-president and the vice-president to the CEO.

The characteristic of her coaching is to challenge people to have the courage to become the one they want to be, to take responsibly for all their acts and to learn and to grow.

Lian works as a consultant in a variety of industries including Finance, Accountancy, Library, Industry, Marketing research/services and Care Insurance. For example: Philips, Unilever, Rabobank, Quantore, Agis, Rijkswaterstraat.

Recent and current assignment include:

- To coach and consult a boardroom to design and implement their new business model.
- Design and delivery a change program for the implementation of a new culture (leadership, team-work, communication) for a not for profit organization.
- Executive and boardroom coaching (for example: rolchange from financial director to general director, coaching a accountant in his new rol as a partner and leader)
- Teambuilding and coaching of a management team that is formed after the merger of two companies
- Consulting a project group, whose task is to implement a totally new way of working for Control in 250 banks. Designing the implementation program from a change perspective view (to create involvement, to deal with resistance and fear, emotional management, transition and group dynamics).

Background

Lian is the founder of Van Sinten Coaching & Consulting. This is a Dutch consulting firm that has existed 12 years and helps people, teams and organisations to create the future they desire. She also works as an associate partner with several (Dutch) consulting companies. Previously she worked for 3 years as an consultant/trainer/coach with Schouten en Nelissen and she started her carrier as organisational psychologist with Philips where she worked for 7 years. Lian has initially a degree in Organisational/Industrial Psychology. She has developed her qualifications over the years with certifications for The Narrative Coaching, MBTI, EQ, AEM-cube.