



Madeline Longshaw

Consultancy and Coaching experience

Madeline is a widely experienced Executive Coach and Leadership Development Consultant with over 10 years' experience designing and delivering a variety of management development, team development, facilitation, coaching and career interventions. Prior to coaching & consulting, she spent 13 years working in management roles within The Prudential and British Airways.

Madeline believes people typically achieve only a small proportion of what they are truly capable of. She enables her clients to discover their potential so they can not only astound themselves, but their teams, their customers and their organisations. Her clients value her energy and warmth combined with her freedom to be open and honest. Clients say that Madeline creates an environment where they feel safe to explore previously uncharted territory. She works with clients to shift their perspectives so they have the confidence, courage and capability to achieve their ultimate goals and ambitions. Clients have described their coaching experience with Madeline as inspirational, motivational and transformational.

Madeline has consulted to a wide variety of clients which have included Sony Europe, BT Global Services, Tesco, Premier Foods, Harrods, Superdrug, Red Bull, Akzo Nobel, Allianz, ABN Amro, Bovis Lend Lease, The British Olympic Association (BOA), Thomson Travel Group, HSBC, Barclays, Merrill Lynch, Penna PLC, BBC, The PHSO, Dover District Council, Barking & Dagenham Council and the Sick Children's Trust.

- Successfully coached Senior Managers, Heads of Departments & Directors from across private & public sectors (example industries & companies above)
- Facilitated over 20 capability improvement workshops (2 day duration) for Managers and Leaders from a large supermarket chain. These bespoke workshops covered coaching, time management & influencing. This has had a dramatic impact on driving up capability in stores and has improved internal scorecard performance measures.
- Designed and delivered a Management development programme for the Managers, Senior Managers & aspiring Managers of a Government body, including modules on managing people, managing change & managing the business.
- Facilitated several team events with organisations enabling them to raise the bar on their performance and achieve a higher performing team.

Line management experience

Prior to working as an Executive Coach and Consultant, Madeline spent 13 years working in a variety of Senior Management roles at British Airways and The Prudential.

Background

She has a Masters in Human Resource Management from Greenwich University and a BA honours degree in Business Studies. She has a postgraduate diploma in Transactional Analysis Psychotherapy from the Metanoia Institute, Ealing, and has trained and practiced as a Psychotherapist. She is an accredited Coach with the International Coach Federation (ICF) and is a member of the Association for Coaching (AC). She is an accredited 'Insights Discovery' facilitator of 15 years' experience.

