

## International Coach Federation Australasia Inc Incorporated on 10 April 2000



### **Susanne Knowles Nominated for Director Brand Development**

Susanne Knowles has accepted a nomination for the position of Director Brand Development. If elected, Susanne will hold this position from the 2018 AGM for a three year term.

Nominated By: Heidi Heron MCC  
Seconded By: Marty Doyle PCC

Susanne, Heidi and Marty are financial ICF members.  
Susanne is working to complete her coaching log for credential submission.

Susanne offers the following information to support this nomination.

#### **An overview of your coaching work explaining how it fits into your overall professional practice and the coaching niche within which you work.**

I am the CEO of a coach-training company which I founded in 2013. The business trains students to become Life, Business, Career Transition, Leadership and Executive Coaches. My background is in Executive Coaching, but as a small business owner for 6 years I am also able to coach business owners. As a psychologist I have coached and counselled in family relations and community settings. My career transition coaching is a recent addition to our coaching courses, following on from my three years of teaching in Strategic Human Resource Management, Leading People and Teams, and Career Transition at the Masters level at the University of Queensland Business School.

#### **What is your professional background and experience outside Coaching? Describe your key responsibilities and achievements in each role? How will you apply this experience in the Board position you are seeking?**

My initial qualification was in education. I taught primary and special school students, at the same time as studying psychology and graduating with a Masters of Organisational Psychology from the University of Queensland. I then became a consultant and performed consulting duties for 20 years, first in a consulting company and afterwards in my own consulting business. My coaching assignments were within national and international organisations, working primarily with senior executives conducting strategic planning, leadership development and transformational change projects. I was then selected into a senior executive position within the Queensland government as 2IC, responsible for TAFE Qld. I became a member of several Boards, both on behalf of the Department as well as in the not-for-profit sector. After that I became Academic Director of a Registered Training Organisation. I served for three years as a Director on the Board of the (then) Australian Institute of Management (now Institute of Managers and Leaders) and for 5 years on the

Board of Outward Bound Australia.

**What is your vision for ICF Australasia, and how do you see your contribution to this in the position for which you are nominating?**

I am passionate about bringing coaching skills into the lives of leaders and senior executives in organisations. I have seen the benefits that coaching brings to individuals and teams. My vision for ICF Australasia is that everyone, in all walks of life, is able to experience being coached by professional coaches who are trained in ethical practice to international standards – the standards set by the ICF.

My experience in developing brand awareness for my company, coupled with my knowledge of brand development from an academic perspective, makes me an ideal candidate for the position of Director, Brand Development. My company utilises the services of website developers, digital marketers, social media specialists, lead generation specialists and sales consultants. I have the knowledge, skills and experience to devote to increasing ICF Australasia's presence and influence in the important markets that it serves.

**What is your prior involvement with the ICF Australasia coaching community at local level, to date?**

Although my company has been training coaches according to the ICF ethics, core competencies and standards since 2013, I have only recently become a member of the ICF myself. I recently participated in the welcome video presented by Zsafia Juhasz, Queensland President. My company has employed Professional Certified Coaches as our Director of Training since 2013 (Austin Parry, now Marty Doyle). We encourage all our students to join the ICF as soon as they enrol in one of our coaching courses. Our Diploma of Professional Coaching (the base coaching course) is course-approved at the ACSTH level.

**What do you see as your role as a team member of the ICF Australasia Board?**

As a team member of ICF Australasia, my role would be to implement the duties of my role, as well as to support others in executing their role remit. I believe that teams are only as strong as their individual members, and that the 'glue' that holds the team together is the culture that's built, based on trust and strong interpersonal relationships. I will contribute my time, effort and expertise to further the interests of ICF Australasia and all its members.

**What 'gift' (strengths/talents) will you bring to the team?**

I have knowledge and experience in the educational, psychology and business sectors over a career spanning 30 years. As an educator, I have spent my entire career coaching and educating people in how they might bring about a better future for themselves and others. In my consulting work, I aimed to create inspiring leaders who promote the growth and development of their employees so that they can reach their potential. At the corporate level, my skills are in strategic planning, leadership development and implementing transformational change projects. As a business owner of a boutique coach-training company, I understand the challenges of our graduates in either building their own business, or attempting to influence their organisation to create a coaching culture.

**What other comments would you like to provide to support your nomination for this position?**

As my company has grown, there was a need to educate my staff about coaching and the benefits / value of becoming a coach. For this reason, and as leverage for the business, I am self-publishing my first book entitled Positive Psychology Coaching which will be available in October.

I am in my final year of completing a PhD at the University of Queensland, investigating how organisations create a coaching culture. When my thesis is submitted, I will be self-publishing my second book on how organisations develop a coaching culture, and developing an Advanced Diploma in Coaching (Leadership, Career Transition, Executive), delivering 125 hours of coach specific training.