

Vonnie Alexander

Vonnie is an outstanding coach and draws readily and consistently from her rich experience in business, and from a long-established interest in people, their development and in building high performing teams.

Her coaching style has been described as: a powerful combination of emotional intelligence, empathy, astute wisdom, and compassionate candour. Whether the content is challenging or uplifting, individual or team sessions are always safe, stimulating, and instructive. She is calm, agile, steely, and quick thinking – unflappable and not fazed by much.



About

Her multi-cultural background and international education – she speaks three languages - make her a natural communicator with a thorough understanding of how to read people and teams well and how to develop excellent relationships quickly.

After graduating from Warwick University, Vonnie then enjoyed a 25-year career in the world of marketing, communications and advertising working within some of the big networks such as Omnicom and Publicis. In 2002, she started her own agency, Kitcatt Nohr Alexander Shaw, seeing it grow, stumble through recession, recover and ultimately be acquired by Publicis Groupe in 2011. During that time, she worked with illustrious clients in the commercial, not for profit and public sectors.

Her track record of running and selling successful businesses in the media, marketing and communications industry makes her strong commercially combined with excellent entrepreneurial instincts.

Her deep fascination with what makes people tick, with how teams succeed (or fail) and a natural curiosity took her into coaching. She has been coaching leaders and their teams since 2016.

Beyond coaching she is an NED and VC Advisory Board member for Two Magnolias.

Coaching Approach

Coaching is a gift. It is an opportunity to explore, to be curious, to create awareness and to challenge any assumptions and limiting beliefs. A successful coaching engagement results in better self-awareness, clear purpose and direction and the means to get there.

Vonnie champions and challenges in just the right measure. She believes in coaching for sustainable and transformative change. Coaching without action is just conversation. No matter how enjoyable it might be, it will never lead to the change you seek. That's why she encourages deep engagement and action from her clients.

She is also part of the Board Performance Review team within Praesta – a small practice of coaches who work with Boards to ensure that they are focused on the right things and working optimally, now and in the future.

Education, Qualifications, Professional Positions

BA (Honours) French Studies, The University of Warwick

Coaches Training Institute, Certified Co-Active Coach

Organisational Relationship Systems Coach

Myers Briggs accredited

ICF PCC accredited

Synergy Vision Holdings, NED

Two Magnolias Venture Capital, Advisory Board Member

Client Sectors

Advertising
& Marketing

Charity

Financial Services

Media

Professional Services

Pharma

Private Equity

Publishing

Retail

Technology

Transport and
Infrastructure

Travel

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