

**OYSTER OUTCOMES
MONTHLY SPOTLIGHT
MEET OUR ASSOCIATES**

MARK AMES

Leadership Coach and Mentor



Welcome Mark, thanks for joining us today,

How did your career to date lead you towards training to become an Executive Coach?

I worked in further and higher education for 35 years. I began as a teacher, but soon realised the importance of helping students address the practical and psychological issues that might otherwise prevent them from engaging with and succeeding in their learning. Therefore, I started to focus on personal tutoring and then leading student support services, which tend to take a coaching approach to helping students address these issues.

In progressively more senior leadership roles, I was responsible for the strategies and professional services that support the wellbeing and broader personal development of students alongside their intellectual and academic learning. It was through these leadership roles that I developed a coaching style of leadership, underpinned by emotional intelligence and mindfulness.

In 2020, I decided to train as an Executive Coach to help others grow and excel in their chosen leadership and management roles. I have found this work deeply satisfying, and been particularly struck by the transferability of my experience and leadership coaching to sectors outside higher education, including SMEs and Third Sector organisations.

What did you have to do to qualify as an Executive Coach?

"I qualified as an executive coach through the HumanTechnics Advanced Certificate programme which is independently accredited at Masters level, and by the Institute of Leadership and Management at Level 7.

This involved highly practical, experiential, workshops to develop and refine my coaching competencies, combined with learning tools, techniques and approaches. It also involved reflecting on my ongoing coaching practice and associated theory to deepen and consolidate my ongoing development as a coach. Finally, it involved a critical review of the academic literature about the nature of leadership and the role of coaching in leadership development."

If you could coach anyone or anything in the world, who or what would that be and why?

"The most important coaching I offer is as a parent to my two sons. Although not likely to change the wider world, the cumulative impact of every parent taking the time and having the skills to do so could be transformational. "

In three words, how would you describe your coaching style?

COLLABORATIVE

SUPPORTIVE

GUIDING

Thanks Mark, it was great talking to you and good luck with your coach offering.

Kayleigh

KVA Virtual Assistant

To find out more about Mark and his coaching visit www.oysteroutcomes.co.uk

