Julia Reeves

Executive Coach, Business Change & Transformation Specialist



Over the past 20 years, I have developed and gained significant operational, commercial, business and cultural change experience working for the likes of Tesco, Currys, Which?, British Red Cross, Pepco, Halfords, Sense, Comic Relief, and other well-known names.

With a proven record in driving business change and improving personal and business performance.

What do I like doing best?

Working across organisations, with teams or individuals to deliver strategic and behavioral change that enables them to be better set for the future, maximise personal potential and deliver commercial improvement.

How do I approach it?

True transformation is more than just operational ways of working and process change and needs to extend to the culture of the organisation, “how we do things around here” to truly embed.

By building trusted relationships and with an ability to cut through complexity and ambiguity with sincerity, hard work, and relational values, I coach in a way that provides a safe and reflective space so coachees can have quality time to think and explore both their thoughts and actions. Using thought provoking and creative processes, I aim to generate increased self-awareness & surface insights drawn from exploring the coachees real time challenges and experiences. The outcome being greater clarity on what is driving their behaviour and subsequent actions and responses and most importantly, what they are going to do differently.

Coaching sessions are built around individual needs, action orientated and future focused.

” True and lasting change starts, and finishes, with the people…….”

Contact Julia through graham@ispiremc.com

Learn more about her background and experience at LinkedIn.

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