



BLACK FLAG COACHING LTD

COACHING CASE STUDY

"Transforming Life's Challenges into Opportunities for Growth"

WHAT INSPIRED YOU TO PURSUE COACHING?

I sought out coaching because I was at a pivotal point in my career and personal life. Returning to work after maternity leave, I felt the need to balance my professional ambitions with my role as a mother of two. In our first session, you asked me to envisage the best version of my life possible; and for the first time in a long while, I started exploring what was really important to me and decided to take the leap and invest in myself.

WHAT IMPACT DID DISCOVERING YOUR STRENGTHS HAVE ON YOU?

Uncovering my strengths was a transformative experience. It allowed me to see myself in a new light and recognise the unique qualities I bring to both my professional and personal life. By focusing on my strengths, I gained confidence and clarity, which helped me to navigate challenges more effectively and embrace my authentic self. I started to feel comfortable in my own skin again.

HOW HAS OUR COACHING HELPED YOU IDENTIFY AND LEVERAGE YOUR STRENGTHS IN YOUR PERSONAL AND PROFESSIONAL LIFE?

You gave me the insights, taught me the techniques and created a space to reflect. At work I am becoming more strategic, leveraging my strengths to make a positive impact. At home, I am finding ways to integrate my strengths into my parenting and relationship, creating a more harmonious balance overall.



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HOW WOULD YOU CHARACTERISE MY COACHING WHEN SPEAKING TO OTHERS?

I would describe your coaching as transformative. You created a safe space for me from day one that enabled me to just be myself. Your strengths-based approach helped me to focus on what I do best, rather than analysing my 'opportunities' which has been my experience of coaching up until recently. You are guiding me to build on my unique strengths which is helping me to feel comfortable in my own skin.

WHAT HAVE BEEN YOUR MOST SIGNIFICANT MOMENTS FROM OUR COACHING SESSIONS?

Exploring and discussing my best possible life. This session took me down a route that was unexpected and uncovered what was truly important to me. This moment was pivotal in helping me to shift my mindset, overcome obstacles and achieve my goals. Each session left me feeling more empowered and motivated to take on new challenges.

HOW HAS YOUR LIFE CHANGED SINCE YOU BEGAN COACHING?

Since starting coaching, my life has shifted in ways I never expected. With two young children, three stepchildren, and a growing career, I often felt overwhelmed. Coaching helped me refocus on my strengths and gave me the clarity to manage both my personal and professional life more effectively.

At work, my role is evolving, and I'm using my strengths to navigate new challenges with confidence. At home, I've found better balance, strengthening relationships and creating more harmony. While some days are still tough, I now have the tools to handle whatever comes my way, and the growth I've experienced has been transformative.



"Coaching is an investment in yourself that brings clarity, confidence, and the skills to tackle life's challenges. It's a powerful step toward meaningful growth, both personally and professionally."



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