

A Coaching Case Study:



From Self-Doubt to Self-Belief – A Senior HR Leader's Transformation

Client Profile: Amy, Head of People (name anonymised for confidentiality)
Industry: Human Resources
Challenge: Regaining confidence and self-belief in the face of professional adversity

The Challenge

Amy, a highly experienced senior HR leader, found herself struggling with self-doubt and low confidence due to significant challenges in her professional environment. Having faced poor mental health and low self-esteem in the past, she was concerned that the obstacles in her current role would overwhelm her. She wanted to build resilience, navigate adversity with integrity, and regain the confidence she once had in her abilities.

The Coaching Journey

Together, we focused on:

- **Shifting Mindset** – Helping Amy recognise that others' perceptions and behaviours were a reflection of them, not of her worth.
- **Building Confidence** – Equipping her with strategies to reinforce her self-belief and recognise that she is more than capable.
- **Setting Boundaries** – Understanding that success does not require overextending herself or allowing others to take advantage.
- **Empowerment Through Resources** – Recommending books, podcasts, and self-reflection exercises that helped her continue growing between sessions.
- **Decision-Making Clarity** – Providing tools to help her confidently evaluate and choose career opportunities that aligned with her values and well-being.

The Transformation

Through coaching, Amy experienced a profound shift:

- She overcame self-doubt and started affirming, "**I am good enough**," a belief she had never easily accepted before.
 - She secured **three job offers** from her first three interviews and chose a role that aligns with her values and provides work-life balance.
 - She moved on from two unhealthy work environments with **confidence and integrity**, feeling empowered rather than defeated.
 - She now views **resilience and self-belief** as ongoing practices, committing to continual self-development.
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Key Takeaways:

Amy's journey highlights the importance of:

- Recognising your worth and not allowing others' behaviours to dictate your self-perception.
 - Building confidence as an ongoing process, not a one-time achievement.
 - Seeking a career that is fulfilling and supportive rather than one that drains you.
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In Amy's own words...

"Working with Sally is one of the best investments I have ever made. I started my journey feeling defeated, but Sally's compassionate yet challenging approach empowered me to tackle my challenges step by step. In just a few months, she helped me rediscover my confidence, resilience, and self-worth. I secured three job offers and found a role I'm genuinely excited about. I wouldn't hesitate to recommend Sally to my HR colleagues."

Amy's transformation is a testament to the power of coaching in unlocking true potential. If you're ready to step into your confidence and lead with self-belief, let's start your journey today.

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