

Jo Lee

Background:

Jo is a well-qualified and highly experienced coach, specialising in supporting leaders, executives and middle managers who want to achieve a better balance between their professional performance, work load and personal well-being.

Her coaching style is best described as being a “talk ahead of tools” approach. She is solutions-focused and taps into a range of evidence-based models and approaches including Transactional Analysis (TA), clean coaching, positive psychology and cognitive behavioural techniques



As your coach, Jo aims to offer a finely balanced combination of support, challenge and inspiration that will stretch and develop your thinking and performance. She will partner collaboratively with you in a refreshingly honest, straight-forward, energetic and positive way, and aims to make coaching simple, flexible, highly personalised, intuitive and brave, in the pursuit of helping you achieve truly impactful outcomes from your coaching. Prior to becoming a coach in 2016, Jo had a 20 year career in the leisure and retail sectors.

As well as launching and growing a number of award-winning brands, she has led teams of up to 750 people across multiple sites and been responsible for both the strategic development and operational management of areas including marketing, buying, product development, HR and customer service, having held a number of senior positions including that of Managing Director of a well-known multi-channel retailer.

Outside of coaching, Jo has two teenage children, is chair of governors at her local primary school, and is often found deep in the undergrowth of her garden with a trowel in one hand and a cup of coffee in the other

Coaching Experience

Since qualifying as a coach at post graduate level in 2016, Jo has delivered in excess of 2000 hours of coaching, having worked with hundreds of clients across a diverse range of industries and sectors, including education, healthcare, professional services, banking and finance, manufacturing, STEM and retail. As well as working with individuals, Jo has facilitated regular coaching groups and workshops on themes such as business development, workplace wellbeing and overcoming Imposter Syndrome.

Jo combines her coaching expertise with a proven track record in senior leadership and strategic business development (both private sector & NFP) and uses her first-hand understanding of leadership and organisational systems to quickly build trust with executives she coaches, enabling them to unlock the new thinking, perspectives and awareness needed to enable both leader and organisation to thrive. Jo is also a qualified, practicing coach supervisor.

Areas of Expertise:

While Jo has coached leaders, executives and business owners across a huge variety of topics, she has a particular interest and expertise in coaching in the following areas:

- Neurodiversity
- Stress Management
- Work Life Balance
- Time Management & Organisation
- Professional Confidence/Imposter Syndrome
- Career development & transitions
- Strategy Development
- Effective Communication

While it is certainly not a pre-requisite for working with her, Jo, who has dyspraxia, has developed a particular expertise and interest in working in these areas with leaders, professionals and executives with neurodivergent conditions—particularly ADHD—whether or not a diagnosis has been made.

Jo is also experienced as a trainer and facilitator in raising awareness about Neurodiverse conditions in the workplace, and has supported individuals and their managers, through coaching, to establish appropriate adjustments and supports that enable neurodivergent individuals and the teams around them to perform at their best.

Education & Professional Certification

- Professional Certified Coach Accreditation (ICF)
- Post Graduate Certificate in Business and Personal Coaching (University of Chester)
- Diploma in Coaching Supervision (International Centre for Coaching Supervision)
- BA (Hons) in German and Music
- Member of the International Coaching Federation