

Dr Yvette Ankrah MBE

Founder & Director of Leading with C.L.A.R.I.T.Y

Background:

I primarily work with female leaders and business owners and I am dedicated to helping people make the most of their potential. I do not empower women - I help them connect to the power that is already there.

My clients come to me to get clarity and create lasting change in their lives. I help them find ways of working that eliminate stress and avoid burnout, reconnect to their passion, set boundaries and build confidence and resilience.

Putting you at the centre is key and I use a range of transformational tools in my work. By shifting limitations, changing habits and creating a plan, I can help you remove stress, avoid burnout and move forward.

Everything begins with finding out where you are now, what you really want and what is stopping you from getting there. I create a safe space for you to address what you need and what you can let go. There are lots of questions asked! You will leave with clarity, deep understanding and a plan that you can put into place immediately.

I work holistically, helping you to create the life you want to lead.

I offer plenty of motivation and support for you to achieve success without burning out.

I am always happy to teach tools to clients and build their toolkits to self-empower, develop resilience and manage state - all of which help you to grow, move from a state of overwhelm, get energised and work from a place of calm and strength.

I bring over 25 years of experience and have developed and delivered training programmes to small business owners and senior leaders, facilitated awaydays for senior leaders, and have board-level experience in the NHS, voluntary and education sectors.



My background is in Journalism, PR and marketing, and I have experience in Business Development, project management experience and proven leadership expertise across a diverse range of sectors including business services, healthcare, non-profit, marketing and education. I am a founding partner of the Conscious Business Community UK and work with the Conscious Workplace.

I won a Microsoft/O2 award for business in 2013, was shortlisted for Best Coach at the Best Business Women Awards, 2015 and was awarded an MBE for my work with women in business in 2017. In 2019 I was awarded a PhD in sociology and focus on identity, race, class and belonging.

I believe in giving back and have held several non-executive roles in charities, community interest companies and the NHS over the last 20 years – first becoming a charity trustee at 23 years old. I am currently the chair of an organisation which focuses on health and wellbeing.

Coaching Experience:

I am a transformational coach, consultant and speaker. I began coaching in 2013.

I have facilitated group coaching sessions, where one of the key elements was allowing people to be truly listened to and be given space to think. By empowering leaders to create inner change, they in turn, become inspirational leaders, make better decisions, grow and thrive and create sustainable and successful businesses. I believe that this starts from the inside and working in a way which builds sustainable and profitable businesses without overwhelm, stress and burnout.

I am accredited in Neuro-Linguistic Programming (Master and Executive NLP coach), am a Spectrum Performance coach, meditation and Emotional Freedom (EFT) technique practitioner. I have a degree in Journalism and Psychology, a Masters in Communities, Organisations and Social Change and a PhD in Sociology – specialising in race, class, identity and belonging.

I am a member of the ANLP, The Coaching Society and the British Sociological Association. I am also a Coach of Excellence accredited by the Professional Development Consortium.

Areas of Expertise:

- Anxiety
- Balance
- Boundaries
- Burnout
- Clarity
- Imposter phenomenon (syndrome)
- Lack of Confidence / Low Self Esteem
- Leadership
- Motivation
- Race, class, identity and belonging
- Self-care
- Stress

Education & Professional Certification

Academic

PhD Sociology	2019
MA Communities, Organisations and Social Change	2005
BA Hons Journalism and Psychology	1998

Professional

Emotional Freedom Technique (EFT)	(Level 3 - Dec 2023)
Emotional Freedom Technique (EFT)	2022
NLP Masters	2022
Certificate in Meditation	2020
NLP Practitioner - with Hypnosis and Timeline Technique	2019
Spectrum Performance Coach	2019
Group coach (SME)	2017
Coaching and Mentoring (UCL in-house course)	2013
SFEDI (Level 1)	2013
Prince 2 (Foundation)	2012
Coaching and Mentoring (IOE in-house course)	2010
Reiki (levels I and II)	2006
Training the Trainers (NVQ)	2004
PQASSO mentor (Quality Standard for Voluntary Sector)	2004
Certificate in Arts Management	2002