

Catherine Cuffley



Executive Coach and Leadership Development Consultant

I work with leaders and aspiring leaders to transform their leadership and thereby enhance their overall business contribution. We work together to develop specific skills as well as exploring more deeply the type of personal leadership required to deliver results. I work with established leaders as well as those new to role seeking to achieve a smooth and swift transition to high levels of performance in the new post. I work both one to one and with groups.

Business Background

Catherine has a background in financial services and management consultancy. She held a number of Human Resources and Learning & Development roles at Lloyds Bank as well as qualifying as an Associate of the Chartered Institute of Bankers (ACIB) while there.

As a Human Resources and Change Management Consultant with Coopers & Lybrand (later PriceWaterhouseCoopers) and Mentor Group, she worked across a broad range of sectors including banking, insurance, accountancy, legal, retail, IT and media.

Through her work as a Learning & Development Consultant at Chaucer Syndicates, Catherine has experience of the Lloyd's of London specialist insurance market.

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Catherine Cuffley continued...

Professional Expertise

Catherine brings the following to her coaching and consultancy:

- Broad business knowledge
- Experience of facilitating change in both individuals and organisations
- An ability to help leaders confront and overcome self-limiting beliefs to deliver business results
- A focus on outcomes and helps leaders establish clear goals with measures of success at the start of each assignment
- Expertise in human development informed by many approaches including an ability to apply recent discoveries from neuroscience to the challenges facing leaders in areas as diverse as enhancing key stakeholder relationships, managing emotions, motivation of individuals and teams, sharpening problem solving and decision making, effective change leadership, developing resilience, enhancing learning and memory and developing high quality thinking skills

Education and Qualifications

- BA Honours English Language and Literature, Durham University
- European NLP Coaching Certificate
- NLP (Neuro-linguistic Programming) Master Practitioner
- Certificate in Applied Neuroscience
- Associate of the Chartered Institute of Bankers (ACIB)
- Postgraduate Certificate in Education (PGCE)

Professional Memberships

- International Coach Federation (ICF)
- Chartered Institute of Personnel & Development (CIPD)
- Institute of Financial Services (IFS)
- NeuroLeadership Institute (NLI)



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