



### Coaching Feedback

“Starting coaching felt like jumping off a cliff for me - now I’m asking Joy to work with my team!” **Director, Transport for London**

“Joy has helped me get more comfortable in self-promotion and I’ve developed a more inspirational way to lead. She’s given me really useful tools and I’m noticing a difference in how I approach people and issues” **Director, Aerospace Industry**

“I passed with flying colours, your help really made a difference” **Director following success at the Partner assessment, Global Accounting Firm**

“Joy taught me fresh truths about my style and passed on a new mind-set for our thinking on staff engagement and motivation’. I think that anyone using Joy will become a convert, like I have, to coaching as the most effective route to leadership development” **Director, PR Agency**

“I’m sure this coaching experience with Joy will prove to have been a major factor in my career progression” **Manager, Global Engineering Consultants**

“The time I spent with Joy helped me get out of the detail and that’s really paid off in the way I am now developing my team” **VP, Pharmaceutical**

“Joy has been a truly excellent coach, providing great support to me. I’ve really developed as a person over this time and Joy’s work has been a key part of why this has happened. I would highly recommend Joy to anyone” **CEO, Regional Development Corporation**

“My coaching with Joy has certainly been a journey and I’m now more aware and comfortable with myself and clearer on where I want to go” **Director, Pharmaceutical**

“Joy played a major part in my own personal development and gave me the self-confidence and conviction to lead the company out of a difficult post-merger period” **MD, Leading Information provider**

“If I had not had this coaching from Joy I don’t think I would have convinced them to offer me this job” **Project Director, leading Telco**

“I’ve found coaching with Joy exciting and challenging. It’s been really constructive, the process worked very well and I’m so glad to have taken the opportunity to work with her” **Director, Transport for London**



"In the 10 months I have been coached by Joy I have become significantly more comfortable and confident in my role as CEO. Things are looking good. I am a lot calmer. I had an issue last week that would normally have had me ranting and raving but I was controlled" **Chairman and CEO, Publishing**

"I found that having coaching at a very testing time in my professional life was crucial and probably stopped me leaving" **HR Manager, Data Provider**

"Since working with Joy I am now able to deal with the frustrations of my role" **Director, Transport planning**

"I have learned so much from working with Joy and am deeply grateful for all her wisdom" **VP Pharmaceutical**

"I'm sure the coaching I have had with Joy has helped me manage my situation during a very difficult period" **Manager, Transport for London**

"I am impressed by Joy's care for the fundamentals of coaching, the set-up, the relationship and wider context. In all respects I find Joy ethical, professional and practical" **Consultant, Leading Business School**

"That was brilliant!" **PR Director, following a coaching session on her business strategy**

"It's been so worthwhile getting me back on my feet and into a positive frame of mind much quicker than would have been possible on my own" **Finance Director, Telco**

"Of many who have helped me Joy has been, by far, the most impactful" **CEO, Charity sector**

"My coaching experience with Joy has been nothing but positive and has resulted in me looking at my abilities in a constructive way. I'm confident I'll continue to improve my performance on the basis of the sessions and I am extremely grateful" **Director, Telco**

"You are one of our most active coaches and you have proved to be a very successful coach" **Global Coaching Provider**

"I so appreciate Joy's assistance over the last year, it was definitely worthwhile, it's made me more self-aware and more forgiving of myself when things are not perfect!" **Global IT Director, Automotive industry**



**JOY FERGUSON & ASSOCIATES LIMITED**  
Executive Coaching, Leadership Development

**“The sessions with Joy have been great, much appreciated” IT Director, Global pharmaceutical**