



SEEMA ARORA  
Executive Coach & Change Consultant  
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Seema is a highly motivated Executive Coach and organisation change consultant who is committed to increasing her clients' business performance. She combines academic rigour with creative and pragmatic problem solving to achieve successful organisation design, development and growth. Seema specialises in people development and team dynamics, and their contribution to organisation effectiveness.

Coaching and consulting clients have included Barclays, UEFA, Virgin Atlantic, DHL, NHS, and The Financial Times. Prior to becoming an independent service provider, Seema was Head of Strategic Operations at The Financial Times, and she has held a number of other senior operational management roles.

### **Coaching**

Seema believes that: "The brilliant executive coach is the one who brings out the brilliance of the client." She takes great pleasure in coaching senior executives in career progression and leadership skills development, as well as in the attainment of specific business targets. She is experienced in the practical elements of career management, such as CV reviews and interview preparation, as well as more creative conversations relating to career dilemmas and transitions. She specialises in working with clients who genuinely want to push their boundaries and achieve even more.

Seema partners with her coaching clients and supports them via skilled use of active listening, powerful questioning and effective challenging. She offers them a safe and structured environment to think through their ideas and to achieve, or exceed, their goals and objectives. Seema's coaching style is described as purposeful, non-judgmental and creative: her role is to encourage clients to broaden their thinking and to find ways of moving forward with intent. The measure of her success is seen in her clients benefiting from an increased sense of self-sufficiency, self-awareness and direction.

### **Consulting**

Seema has a track record of increasing organisation effectiveness and efficiency. Her experience in organisation change includes department restructures, supplier-customer relationships, off-shoring, culture and behaviour profiling, as well as leadership and team development and change planning.

Her strength as a consultant lies in her ability to quickly form and develop relationships: she assimilates herself into new environments and invariably becomes a trusted advisor to her clients. Her approach is highly collaborative and also objective, and her style and interests are industry-agnostic. She focuses on achieving clear purpose and intent, and then identifies opportunities for efficient use of existing resources and for addressing barriers to growth.

### **International exposure**

Seema has a significant amount of international professional experience which contributes to her insight and awareness of cultural challenges in diverse environments. She has worked in the US, South Africa, in 5 countries across Continental Europe, 4 countries in Asia, as well as in the UK. She has also lived in the US and Italy, and, with a love for travel, has visited 39 countries - so far.

### **Qualifications**

- **Certificate in Executive Coaching:** The School of Coaching & University of Strathclyde, accredited by the EMCC and the ICF, and endorsed by the ILM
- **Executive MBA (Avent Scholar)** specialising in Organisation Behaviour: London Business School
- **BA (Hons) II.i in English & Italian:** the University of Birmingham and *l'Università di Padova*
- Qualified practitioner of psychometrics including **MBTI, FIRO-B** and **16PF5**