



Company Contact Name: Blend Associates Ltd
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Geographical Base: Birmingham, UK

PROFILE:

Sobia is passionate about transformative conversations that empower and inspire positive organisational change. She believes, to perform effectively requires clarity including knowing how desired outcomes align to a greater purpose, vision, values and priorities (both strategic and personal).

Fostering self-awareness, insight and capability - small incremental steps taken consistently leading to greater resourcefulness. Sobia uses a holistic approach incorporating wellbeing, somatic, relational and eco-systemic; we are all part of multiple systems that are interconnected. Thereby, supporting effective, sustainable, values aligned being and doing; creating the conditions for collective transformations.

Sobia has successfully delivered services to NHS, local authority, charity, university, corporate, small and medium-sized enterprise clients as follows:

1. One-to-one coaching and mentoring
2. Group and team coaching
3. Action Learning Sets
4. Coaching skills training and supporting organisations to foster coaching cultures
5. One-to-one and group coaching supervision
6. Systems convening facilitation - supporting cross-boundary leadership in socially complex contexts
7. Speaking engagements: leadership, systemic culture change, coaching, mentoring, coaching supervision, reflective practice, courageous conversations, equality, diversity and inclusion (EDI)

COACHING, MENTORING & FACILITATION EXPERIENCE:

COACHING

- **One-to-one Coaching** – Career transition, change management, leadership development, systemic culture change, personal effectiveness across public, private and charity sectors
- **Group Coaching** – Capacity building of NHS staff network leads, allied health and aspiring leaders development programme incorporating EDI. Coaching final year university students from under represented groups to secure graduate work or further education (group and 121)
- **Team coaching** – charity senior leadership team and higher education - supporting courageous conversations, fostering a coaching culture, reflective practice and enhancing inclusive working
- **Coaching Supervision** (one-to-one and group) – GPs, NHS, self-employed and higher education supervisees; supervision CPD for coaching networks and faculties. Supporting self-observation and deeper levels of reflection, skills development, ethical and restorative practice
- **Mentoring** (one-to-one and group) of trainee coaches as part of their reflective practice and skills development; leadership, career development and EDI mentor

FACILITATION

- **NHS England Action Learning Sets:** National Healthcare Inequalities Improvement Programme
- **Corporate:** Business planning, business development and storyboarding bid responses
- **Values Development** – group and organisational values development for Charities and SME

PSYCHOMETRIC PROFILING

- PROPHET Profiling - Helps people understand their business preferences and implications

KEY SKILLS

Personal Transformation Coaching, Group Coaching and Facilitation, Action Learning, Team Coaching, Coach Training, Mentoring, Holistic Wellbeing including Emotional Intelligence and Mindfulness, Leadership and Management Development, EDI, Team and Culture Building, Strategy Development, Stakeholder Management, Programme Management, Business Development, Project Management, Change Management, Research and Development

PROFESSIONAL QUALIFICATIONS AND TRAINING

- Postgraduate Certificate in Coaching Supervision (2022-current)
- ICF Professional Certified Coach
- EMCC Accredited Coach and Mentor
- Diploma in Transformational Coaching (ICF and EMCC accredited)
- Group Coaching, Facilitation and Action Learning (ICF accredited)
- Thinking Environment Masterclass
- Relationship Coaching (ICF accredited)
- ILM endorsed Business Coaching
- PRINCE2 Practitioner (Project Management)
- Neuro-Linguistic Programming Practitioner (NLP)
- Holistic and Complementary Therapies

PROFESSIONAL MEMBERSHIP

- International Coaching Federation

CAREER BACKGROUND

Sobia has worked with professionals at all levels from operations, senior management and Board. This is rooted in over 15 years of experience in coaching, mentoring, training, project management, business development and entrepreneurship. Sobia has particularly enjoyed her time working collaboratively across the public, private and not-for-profit sectors, as a former bid manager for several NHS service redesign and integration projects. This encompassed improving service outcomes, enhancing patient experience, workforce development and stakeholder management.

RECENT TESTIMONIALS

"Sobia demonstrated the versatility of applying coaching principles to teams in order to facilitate a more supportive, reflective, and creative team culture. Some of her particular strengths demonstrated include, reflective practice in coaching, engaging a large and varied team with understanding and applying coaching models to its work, being an exemplar of courageous conversations, and an advocate of equality, diversity and inclusion." **Sophie Miller, Deputy Director - Careers and Employability at the University of Birmingham**

"I have made huge gains from the coaching sessions with Sobia. She is very professional, and has super listening skills, able to summarise the main key themes and points so you can take appropriate actions and next steps... Sobia is very clued up on the developments within the health sector and especially within NHS England. This allows for real lived experience conversations and discussions to take place, where practical solutions can be concluded after each session.... Coaching with Sobia has been fun and fruitful...I highly recommend Sobia as a coach and specially for BAME staff, who will gain much from interacting with Sobia." **NHSE**