



DIRECTOR

WHITE WATER STRATEGIES

Averil Leimon

## Key experience

Averil Leimon is a no-nonsense leadership psychologist who has transformed individuals and teams over 20 years using her unique blend of positive psychology and business insight. She developed the WWS Balanced Leader system of coaching as a result of her experience with a wide range of business leaders.

A clinical psychologist by profession, Averil set up new psychology departments for the National Health Service before joining the commercial world in 1981. Her focus was initially on industry (Polaroid, Unilever and HP) and developing expertise on topics such as resilience, handling difficult people and transforming senior managers' communication. At the same time she worked at Glasgow University and Strathclyde Business School, providing development for women. Confidence was a big issue for women back then and sadly she finds it is just as important for women's success today.

She co-founded White Water Strategies in 2002, as she saw an opportunity for a consulting firm bridging the gap between corporate strategy and personal motivation and effectiveness through Balanced Leadership. The Independent on Sunday recently listed Averil as one of the UK's top 10 coaches.

Averil recently qualified as one of the first graduates of the University of Pennsylvania Positive Psychology Coaching Programme and is especially qualified to deal with issues of long term satisfaction at work and mid-career motivation.

Averil is a major contributor of psychological insight on leadership to television (BBC, CNN), radio (BBC), newspapers, (FT, City a.m.) magazines (Women in Business). Averil is currently joint editor of *The Essential Coaching Series* for academic publisher Routledge and joint author of *Essential Business Coaching*. She has written for *The British Psychology Society Selection and Development Review* on the role psychology plays in coaching and on Talent Management. We are told that Averil's book: *Performance Coaching for Dummies* should be on every manager's bookshelf. *Positive Psychology for Dummies* published in April 2009 aims to make the science of Positive Psychology available for both personal and professional life. Averil is currently undertaking research through questionnaires and interviews for *Coaching Women to Lead* to be published by Routledge in 2010.

Her talent lies in transforming business performance through better self-understanding and sophisticated leadership. Working at an executive level, she is particularly known for her skill with complex and sometimes difficult people, finding their positive strengths and achieving dramatic change. Averil works with blue chip clients as diverse as Shell, RBS, Standard Life and Barclays, coaching at the highest levels. Her recent work in the UK financial sector has given her a unique insight into leadership in times of high turbulence and especially the need for executive resilience.

## Contacts

aleimon@wwstrategies.com

(020) 8938 6301