



The—Alliance

Linda Feerick

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‘Achieving your potential begins with curiosity.’

Having built a career on doing what she says she will do, inspiring people to achieve great things and simply enjoying the world of work, it’s no surprise that Linda’s coaching style reflects all that. She enjoys working with people who are curious about their own potential and are ready to lift the lid on their assumptions about themselves and others.

Working with Linda can feel like a thinking workout: working hard to get to the bottom of things and then considering what to do with new insights. With your agreement, she will hold you accountable for your growth and development. However, you will also have fun working together. Linda cares about her clients and uses all her experience and knowledge to support them, not just in the session itself but throughout the coaching relationship.

Her clients are highly successful, working at the most senior levels in their organisation. Linda has a deep understanding of leadership and helps people to craft their unique leadership identity to create professional success and personal happiness. This is often crucial for people who have built a career as technical experts, and then find that their leadership capability is in the spotlight.

Recently Linda established a coaching supervision practice, to supervise and support newly qualified coaches. She also supervises internal coaches who value her external perspective.

She has international experience, having worked in Singapore, Sri Lanka, Sudan and Europe. Linda also likes to offer her services to those who may not have the budget, so works with selected pro bono clients who have a bright future ahead, and need some support to help them get there.

Linda surprised herself and others by completing the 100km Oxfam Trailtrekker Walk and with her Alliance colleagues raised a significant sum of money. Her ideal holiday usually involves a place of interest with great food. India, Australia, Easter Island and walking the Camino de Santiago have been recent highlights.

Linda’s story

‘As Business Manager for a FTSE 100 Company managing a multi-million business portfolio, I led national projects, including a comprehensive review of claims handling in the intermediary sector. I then became an Executive in a FTSE 100 financial services organisation, reaching Divisional Board level as People Development Manager.

While there, I managed a multi-site team of personal development experts, involved in transforming the business to meet changing customer demands. I went on to become MD of my own business, and a partner in The Alliance delivering tailored leadership development solutions for a range of business sectors, including workshops, team coaching and observation coaching. I'm a former Honorary Teaching Fellow with Lancaster University where I tutored on Postgraduate management and coaching programmes. I now work as an experienced international coach across a wide range of sectors. One of my guiding principles is 'you get what you tolerate' and this keeps me on my toes when I start to complain. I also have two adult children who give me feedback that is guaranteed to keep me grounded.'

I know this by heart

Kick every ball that comes your way. You get what you tolerate. You can't get everyone to like you.

What Linda's clients say

Thank you for your help, knowledge, coaching and guidance

'I just wanted to say a big thank you for all your help, knowledge, coaching and guidance that you have given me over the last 6 months. It's probably one of the hardest things that I've done but it helped me enormously and I have you to thank for that.'

Senior Detective, Lancashire Police

Linda's credentials

- BA Honours in Music, Hull University
- MBA, Lancaster University
- Meyler Campbell Business Coach accredited by WABC, EMCC, AC
- MBTI®; Life Orientations®; Mindfulness for Coaches
- Coaching using Gestalt principles; HOGAN Assessment Systems Accredited
- Attending Oxford Brookes Coaching Supervision programme
- Attended Coaching for Advanced Practice in Coaching and Supervision
- British Psychological Society – member of Special Group in Coaching Psychology
- Continuing professional development programmes, including coaching supervision