



The—Alliance

Liz Gooster, PhD

liz@thealliance.partners

‘Creative, commercial and continually curious.’

Thriving on change herself, Liz’s mission is to help others change for the better. Her clients are dynamic leaders and teams, already successful but with a sense they could achieve even more through making significant positive shifts. Signature features of her coaching include: supporting her clients to step up and grow, both professionally and personally; enabling them to work smarter to improve their productivity and overall balance; and working alongside people who find themselves at a crossroads to help them look clearly and honestly at the big picture, envision the future and plan next steps. As a relatively new parent herself, she is keen to support valuable female talent through this major transition, and has added maternity coaching to her niche.

Liz’s style as a coach is empathetic and action-focused – a powerful combination that helps her clients get results. She brings a refreshing positive energy to her work and clients value her ability to get them thinking differently and inspire them to achieve. She has been described as warm, insightful and invigorating, and likes to play to her strengths of both creativity and commerciality. Continually curious about what makes people tick and what helps them succeed, Liz is an avid business reader and a committed lifelong learner who is always happy to share her knowledge in the service of her clients.

One of Liz’s big passions is travelling. For fun, she has set herself the challenge of visiting 100 countries and is up to about 70! She is a keen writer and blogger, as well as a coffee enthusiast. A strong believer in keeping both body and mind fit, she enjoys outdoor kettlebells classes (yes, even in winter!), Zumba and for balance practices mindfulness. Liz lives in Cambridge with her fiancé and two year old daughter.

Liz’s story

‘After completing a PhD and then deciding an academic career wasn’t for me, I spent more than 15 years in publishing, in a range of roles in higher education and business. Joining Pearson as Business Publisher was a critical turning point for me, as it brought together my enjoyment of working in a creative industry and my need for a direct engagement with the commercial grittiness of business. The position combined my love of business, people and learning in the perfect storm of a job. For many years, this was my dream role.

But I hadn't reckoned on the life-changing experience that publishing Anne Scoular's Financial Times Guide to Business Coaching would become! Returning from a six month career sabbatical in South America, I enrolled on the Meyler Campbell Business Coaching Programme. The course prompted a rethink of how I wanted to run my life and ultimately was the catalyst for a transition to the stimulating portfolio career I'm now pursuing.'

I know this by heart

'Start with the end in mind.' Stephen Covey

What Liz's clients say

Seeing challenges in a positive light

'Liz is a natural coach and I absolutely always looked forward to our sessions. She asked the right and sufficient amount of questions to help guide me throughout the year. In addition, she often recommended valuable tips / books / exercises that really helped me. My third session with her was my absolute best - it really provided me with so much clarity and I felt like a weight was lifted off my shoulders.'

Director, Big 4 Consulting Firm

Challenging my thinking with lightbulb moment questions

'Instrumental to the success of this engagement were: Liz's commitment to setting specific goals, both for the programme as a whole and for every session; her ability to challenge my thinking with simple, 'light bulb moment' questions and exercises; last but not least, her confidence in adapting her approach to my own style, always keeping the end in sight but never submitting us to a rigid, pre-set agenda.'

Enterprise Performance Management Consultant

Liz's credentials

- BA First Class Honours in Geography, Cambridge University
- PhD on Gender and migration from Mexico to the US, University College London
- Meyler Campbell Business Coach, accredited by WABC, EMCC, AC
- MBTI®; Strengths Profile®; Mindfulness for Coaches; The Thinking Partnership® (Nancy Kline)
- Continuing professional development programmes, including coaching supervision