



The—Alliance

Tabitha Alwyn

tabitha@thealliance.partners

‘Your brain is your best and usually your only asset.’

Your brain is your best and generally your only asset when you walk into your office. Most people don't manage this scarce resource well so leave a lot of intellectual capital on the table. Tabitha uses the latest neuroscientific thinking on such topics as leadership, motivation, decision-making, persuasion and learning to help people manage their brains more effectively. She then supports them as they use this knowledge to maximise not only their own strengths but also positively impact the performance of those around them and thereby take their collective potential to new levels.

Tabitha coaches a wide range of people from CEOs and CFOs to entire boards, senior business leaders, lawyers, bankers, fund managers, TV executives and entrepreneurs. She brings all the experience from her top-ranked investment banking career at Goldman Sachs, UBS and Schrodgers to bear in her performance-focused coaching relationships. She specialises in fast-tracking new leaders, first-100-day coaching, supporting people on promotion programmes, maternity/paternity leave returners as well as dual coaching (e.g. CEO and CFO together) and facilitating team or divisional off-sites.

A passionate advocate of the power of coaching to fast-track outstanding performers, Tabitha's reputation for results is enhanced by her natural empathy and perceptiveness, combined with inspiring optimism, enthusiasm and energy. Unusually, her distinctive and disciplined approach has been influenced by her own rigorous early training as a classical concert pianist.

Tabitha's story

‘Before training as a business coach, I spent 13 years working within European Equity Research and European Equity Sales at top tier Investment Banks. My last banking role was at Goldman Sachs where I initially headed up the European Retail Investment Research Team and was latterly head of the European Merchandising Team that managed equity product development and marketing.

I was ranked Number 1 in specialist sales for the transport sector and throughout my career was consistently ranked in the Top 3 in the major industry surveys (Extel and Institutional Investor).

I was also deeply involved in attracting a more diverse group of people into banking. While at Goldman Sachs I championed the Women's Career Strategy Initiative and helped develop the Schools Partnership Programme. While at UBS, I was a member of the All-But-None Diversity Committee.'

I know this by heart

However smart and successful we are, we can still learn and still perform better if we're open to doing things differently.

What Tabitha's clients say

She makes me think through what has made me successful and what needs to change

'She provides me with a sounding board and brings an independent perspective to the issues I'm facing. I'm always forced to think hard and I come out of our sessions focused on my next steps. She makes me think through what has made me successful and what now needs to change in my more senior role.'

Managing Partner for London, Top 50 International Law Firm

Fun, insightful, action orientated, to the point and really motivating

'Tabitha focuses on the things I choose unlike previous coaches who tended to focus on things they thought mattered. She is quite tough and prepared to challenge. I like that. It was fun, insightful, action orientated, to the point and really motivating'

Global Equities Fund Manager

Tabitha's credentials

- MA in Music, Oxford University, Exeter College
- Royal Academy of Music, Postgraduate performance studies
- LRAM* (Hons) Teaching Diploma
- Meyler Campbell Business Coach, accredited by the WABC, EMCC, AC
- Meyler Campbell Psychology for Coaches Programme
- MBTI®; Mindfulness for Coaches; The Thinking Partnership® (Nancy Kline)
- Continuing professional development programmes, including coaching supervision