

# An Interview with Debbie Rynda



Debbie is an expert Executive Coach who has held senior operational and Board responsibilities. She understands the reality of managing key relationships, facing dilemmas and making difficult choices while not knowing all the “answers”.

She has coached senior executives and their top teams across Europe and the US since 1995. Clients say working with Debbie is stretching and well worth it, if someone is looking to be challenged and willing to explore the way they lead.

Debbie brings a rich blend of strategy, transformational leadership, line management and global perspectives to her work. She uses process coaching and breakthrough techniques to enable her clients to find more creative and effective solutions to their challenges.

## **What is your background before you became a coach and how does it define the type of coaching you offer?**

I have diverse business experience. I began as an auditor for a large accounting company before becoming a chief financial officer for three different US oil companies. I then worked in South East Asia as a management consultant leading mergers and acquisitions and new market entry programmes. From Taiwan, I moved to England in 1992 to take a role as a transformation consultant. This varied and in depth experience allows me to call on expertise alongside coaching tools when working with senior executives.

## **Why did you choose to become a coach?**

Leaders are often in a transitional phase, be it stepping into new roles, undertaking projects they haven't done before or preparing their legacy. I wanted to be able to help them in all these things – help them grow as leaders to find ways for them to help their colleagues reach their full potential.

## **What is your coaching philosophy?**

I believe the answer lies within the person being coached and I honour that in the way I work with them. My coaching is about drawing solutions from within. I encourage ideas to be put on the table from both the client and myself and for them to decide what will work for them. My coaching is challenging and clients who choose me expect to be stretched to think about things differently.

## **What is unique about you as a coach?**

My extensive business experience combined with my coaching approach means I use solution focused coaching along with positive psychology. I aim to encourage clients to move forward and find solutions; to drop blaming and to consciously choose to be the leader they want to be even if things are not as they would like.



## **What can clients expect to get from working with you?**

They can expect a coaching relationship where we are both equally part of its success. I invite them to tell me if they are getting what they want and in return I challenge them. They get what they put in and will develop deeper intuition and knowledge of themselves.

## **Describe the results a client has achieved through your coaching.**

A client of mine, a top director at an NHS trust, was so disillusioned with his job he didn't want to go to work in the morning. Believing he had to have all the answers was overwhelming him. Through the coaching he saw choices in his leadership style and how he could stop carrying the full burden. We focused on what drove this unhealthy perfectionism and explored how being a good leader is less about having the right answer, and more about knowing how to lead other people to get to the answer.

## **What are your specialist areas and what do you most like to work on?**

One to one executive coaching is a specialist area I like to work on. Many categorise this type of coaching into areas such as leadership coaching, transition coaching for taking on new roles or performance coaching. Regardless, this doesn't change my approach. What I most like about my work is taking the client's leadership potential and exploring with them ways they can be more confident and capable with practical ways to do what they want to do.

## **Would you be able to recommend any books to read or clips to watch?**

My favorite book to recommend is 'Future-Engage-Deliver: The Essential Guide to Your Leadership' by Steve Radcliffe. This has been recently reprinted as 'Leadership: Plain and Simple.' This short and concise book reveals a simple leadership model that captures the essence of leadership with powerful experiments for any leader to try. It is based around the idea that a good leader knows where they are heading in the future, knows how to engage with people so that they come along with them and knows how to keep focused on delivering through their people. I would also recommend Dan Pink's YouTube video 'Drive' (RSA version). It illustrates what really motivates us and how we can motivate others so that they are hugely productive and really enjoying their work.