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## PROFILE: SILVIA DE RIDDER

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Silvia de Ridder is the Managing Director of Unconscious Potential. She is a highly motivated and results driven professional with a passion for coaching, training and facilitation. She has a desire to assist individuals, teams and organisations to achieve higher levels of performance. She thrives on motivating and helping others to live their values, achieve their goals and realise their full potential. Her work is extensive ranging from coaching individuals and teams in corporate, small and medium businesses through the design, development and delivery of leadership and team development programs.

Silvia works with individuals and teams to not only achieve their desired outcomes but to make life long changes through increased self awareness, increased self confidence and continued learning and development through a supportive partnership.

Silvia's key strengths include:

- Structure and discipline in her approach
- Drive and commitment to others
- Develops rapport and trust with others
- Encourages independence yet offers support
- Openness and honesty
- Willing to spend the time, reach out and share
- Flexibility around the needs of the organisation and individual

The key behind Silvia's success is her natural willingness to want to help and support people.

Her style can best be described by the below client testimonial:

*"Silvia is outcomes focused, her style is very empowering, and confidence building. She provides coaching that is motivational, positive - whilst supportive and is a good balance between head and heart. She is committed to work with me to unlock my 'Unconscious Potential' which she cultivates with a professional and caring approach - she offers her skills and abundant energy for betterment of self, professionalism and community."*

### Professional Experience

Silvia has over 15 years executive experience with an extensive background in corporate environments developing and leading cross functional teams on a broad range of business change management programs within the Telecommunications, Airline, Public Sector and Construction industries. Silvia has undertaken work for a number of leading organisations including public sector, corporate and well as small and medium business. Silvia is also an adjunct lecturer at the University of New South Wales (School of Business Masters Program).



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### Qualifications

Silvia is a certified executive coach, trainer and facilitator. She is a member of the International Coaching Federation (ICF) holding the credentials of Associate Certified Coach (ACC) as well as the Australian and New Zealand Institute of Coaching (ANZI). She holds a Masters Degree in Business and Technology as well as professional qualifications in Engineering and Project Management. She is an NLP Master Practitioner and is also qualified to administer and interpret a number of assessment tools. Silvia also holds a Certificate (TAA) in Workplace Assessment and Training.

### Specialisations

Silvia's expertise and experience includes development of Emotional Intelligence, Performance, Leadership and Career Coaching; Goal Setting; Time Management and Planning, Change Management; Team and Group Coaching; Project Management; Group Facilitation and Training.

Unconscious Potential offers the following services:

- Individual coaching of executives, managers, team leaders and employees
- Team and Group Coaching
- Coaching Programs for personnel in engineering, project management and technical fields
- Programs designed to meet client requirements
- Emotional Intelligence Development Programs
- Leadership Development Programs
- Group Facilitation and Training

### Testimonials

*"Silvia's ability to structure the sessions in a way that made me feel comfortable was great and I always walked away feeling like I'd made significant achievements, plus a few "aha" moments.*

*Silvia is great at analysing our start up conversation and determine where it make sense to focus for each meeting, which is perfect when sometimes you don't know where to start. She was very flexible and worked the timing and locations of our coaching sessions around my needs, which made it easy to slot them in.*

*I developed so much confidence within a short space of time with Silvia, and would absolutely recommend her to any Executive, or anyone who needs someone to help them achieve their goals. – Executive, American Express Australia*



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*“While her coaching model is extremely adaptable, Silvia thrives in assisting her clients articulate their goals and identifying behaviours likely to produce desired results. Her strengths include challenging implicit assumptions (particularly self-limiting ones), clarifying personal values and harmonious career ambitions, and defining a coordinated and achievable set of actions. Her method of interleaving questions with feedback invariably led to the development of solutions for which I felt a degree of ownership - a subtly empowering process.*

*Silvia has equipped me with a range of perspectives and tools that have changed the way I approach my working life. I recommend Silvia unreservedly for any individual or organisation seeking to optimise their performance, and I am confident that Unconscious Potential will continue to set impressive benchmarks in executive coaching.” S Coward – Executive Client*

*“Silvia is active in the Illawarra region and I was so suitably impressed with her experience and skills that I have introduced her to several of my clients. Silvia has assisted these businesses with strategic planning, leadership development and business coaching. Her mix of disciplined engineering experience and softer people skills has hit a nerve in the market place and she is truly assisting business people to release their “Unconscious Potential”.’ Enterprise Connect –NSW Business Chamber*