



CORPORATE PROFILE

who are unconscious potential?

Unconscious Potential is a consultancy specialising in people development. We offer a comprehensive people suite including:

Executive Coaching

Coaching is the core competency we build our work around because we know that it takes time to try new ways of thinking and doing things and to integrate new habits. This includes:

- Executive Coaching of senior management as well as general employee level within corporate, government and not for profit organisations
- Coaching of engineers, project managers, technology and technical experts who are managing people and need to be as competent leading a team as they are at performing high quality work themselves
- Business and Leadership coaching to a small and medium business clients including strategy, leadership, people, organisation systems, process and structure
- Provision of team coaching supporting project team, team development and the achievement of defined goals and performance targets key to ongoing growth and development.
- Coaching of personnel to support role transition, leadership development as well as improving workplace performance

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**

People Development

We offer a comprehensive approach including assessment tools, training and development and evaluation processes. Programs are tailor made to your needs, ensuring that there is a match between what we deliver and your organisation's culture and objectives. Our aim is to increase your performance and bottom line results. This includes:

- Design and delivery of programs in leadership, emotional intelligence, positive psychology, change management, project management and communications
- Facilitation of programs focussed on development of leadership and people skills for project and program managers, engineers, technology and technical experts

"I attended a training course with Silvia inspired by many years in the IT industry where I observed people and projects succeed where they should have failed, and vice versa. I always asked myself 'Why'? I believe that Silvia has the answers. There are always challenges in any workplace, but the likelihood of success is increased if you are able to understand yourself and



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truly understand others. I watched Silvia take a room of skeptical project and program managers and convert them into believers through her passionate yet scientific approach. Silvia is inspirational and anyone in the workplace who is in a position where they need to influence, i.e. everyone, should consider engaging her for their own development as well as for their staff." **Course Participant**

Silvia has a remarkable ability to build a practical set of useful management tools, facilitate a growth in self-knowledge and thus give managers the ability to make genuine positive changes in their workplace. I highly recommend both Silvia and her company." **T Saunders – Sofico Services**

Facilitation and Change Management

We support organisations by providing an external objectives resource for undertaking and supporting change utilising best practice processes. This includes:

- Professional facilitation of change initiatives, strategy, planning and team development

Portfolio and Project Management Capability Development

- Project management methodology consulting and maturity development
- Project Management Office establishment and development
- Project manager skills gap identification and needs analysis
- Development of project management training programs
- Development of project manager competency models
- Project and Program Manager mentoring and coaching
- Competency assessment in line with the Australian Qualifications Framework and Australian Institute of Project Management

who have we worked with?

Our clients include: AMP, Sydney Water, Sofico, Department of Industry and Investment, Department of Commerce, Singtel Optus, YellowEdge, UXC Training, Australian Industry Group, Pinpoint Marketing, Westpac/BT, Goodman Property, PricewaterhouseCoopers (PwC), TransGrid, Tedd Noffs Foundation, The Smith Family Department of Innovation, Industry, Science and Research, Navitas Training College, Adaptra, Associated Gaskets, OGIS Engineering, Suncorp, Australian Institute of Management (AIM), Qantas Airways, Alumac, Circle C Transformers, UNSW, Hunter Douglas, Fuji Xerox



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why work with unconscious potential?

Behind the name is over 20 years experience in executive roles within corporate environments. This includes leadership roles in operational settings as well as programs of organisational change within the Telecommunications, Airline, Public Sector and Construction industries.

Our key strengths include structure and discipline in approach; drive and commitment to others; genuineness and trust, as well as flexibility around the needs of the organisation and individual. Our work is founded in experience as well as continued professional development.

Our passion is the application of our experience and skills to support the needs of the changing organisational environment and its objectives to retain and grow talent.

about us – Silvia de Ridder

In 2007, Silvia founded and currently manages Unconscious Potential Pty Ltd.

What makes Silvia unique and well positioned to add value is the combination of coaching, facilitation and change management capability with a background in engineering, technology, program and project management. Silvia brings a level of knowing to the coaching and training of engineers, project managers technology and technical experts. Silvia has an understanding of not only the technical challenges but more so the human elements of leadership and people management- emotional Intelligence, soft skills and the people side of change.



Education

- Certification - Foundations of NeuroLeadership - NeuroLeadership Institute (currently studying)
- Certification in Executive Coaching - Institute of Executive Coaching
- Group and Team Coaching - Results Coaching
- Evidence Based Coaching - University of Sydney
- Certification in Positive Psychology – University of Pennsylvania
- VIA Signature Strengths – VIA Institute
- Toastmasters – Success Communication & Success Leadership
- Facilitation and Coaching using Appreciative Inquiry and SOAR
- Clean Language Practitioner – The Developing Company (UK)
- Certified Practitioner - Genos Emotional Intelligence, MSCEIT Emotional Intelligence, MBTI (Step I and II)
- Emotional Intelligence Worldwide – Train the Trainer
- Certificate IV in Workplace Training and Assessment (TAA) – with TAE upgrade in progress
- PSPGOV516A – Develop and Use Emotional Intelligence
- Master Practitioner of Neuro Linguistics
- Master of Business & Technology (UNSW)
- Certified Practising Project Director (CPPD) - Australian Institute of Project Management
- Certificate in Leadership - Australian Institute of Management
- Advanced Diploma in Project Management
- Bachelor Degree in Mechanical Engineering (1st Class Honours)



Unconscious Potential®

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Memberships

- Australian Institute of Training and Development (AITD)
- Australian Institute of Management (AIM) – Member, Trainer and Assessor
- Member - International Coaching Federation (ICF) - Associate Certified Coach (ACC)
- Member - Australian and New Zealand Institute of Coaching (ANZI) - Accredited Associate Coach (AAC)
- Member & Assessor – Australian Institute of Project Management(AIPM)
- Member – Project Management Institute(PMI)