



## Unconscious Potential: Testimonials

*“There's an old truism in the business world that accountability aids in effectiveness. It was for this reason that I enlisted Silvia to help make me accountable for my business goals. But having worked with Silvia now I can attest that she is much more than an accountability Coach. Silvia has challenged my thinking and brought a new and fresh process to the way I approach my business. Her strengths lie in her ability to get quickly to the heart of an issue and identify the actions that need to be taken to resolve it. And this is done in a personable and non-judgemental way. She has a knack of being able to make one look honestly at the reasons for not achieving a goal and overcome them. I can wholeheartedly recommend Silvia to anybody looking to take control of their potential.”* - **Mike Trehy Director Hadlow & Trehy Chartered Accountants**

*“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 truly understand others. I watched Silvia take a room of sceptical 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.”* - **Julie Novotny, 2011**

*“Silvia is a highly personable, engaged consulting professional who demonstrates an unsurpassed depth of knowledge of the human equation. I've utilised and recommended Silvia's services multiple times and find her to be a consummate professional - whose integrity and judgement have proven their commercial value to me many times over in my career and organisation.”* **Ian Sharpe MAIPM CPPD PMP**

*“The clear direction and support given over the set up of this new structure has given us the extra back up and commitment needed to get this project going. Unconscious Potential has motivated us to clearly define our goals and go about finding ways to achieve them. Our relationship with Unconscious Potential has helped us to plan for our business needs while also considering our personal needs.”* – **Leanne Haining, Director – Urban Rituelle**

*“Unconscious Potential worked with CST Composites for a period of about 6 months from the start of 2009. Over this period, Unconscious Potential worked with us to identify road blocks in our organisation then helped us set an agenda for moving forward.*

*Part of this involved developing Position Descriptions for our workforce and defining the organisational structure. Unconscious Potential worked very well with staff and management, conducting a series of interviews and writing the documents, which were provided in a very timely manner. We appreciated the straight forward and professional manner.*

*Unconscious Potential also worked with us as a business coach over this period, guiding us through the process of goal setting, scheduling and assisting us to focus.*

*Unconscious Potential has continued to keep our needs in mind and has put us in contact with professionals in other fields when necessary.*

*The work undertaken by Unconscious Potential with us has been instrumental in helping us to take the next steps forward in growing our business.”* - **Clive Watts, Director – CST Composites**



*“Unconscious Potential is active in the Illawarra region and I was so suitably impressed with the organisations experience and skills that I have introduced the services of Unconscious Potential to several of my clients. These clients are participants in the Federal Governments' Enterprise Connect program which allows access to external expertise to assist in the development of their businesses.*

*Unconscious Potential has assisted these businesses with strategic planning, leadership development and business coaching. The mix of disciplined engineering experience and softer people skills have hit a nerve in the market place and is truly assisting business people to release their "Unconscious Potential".*

*In delivering Tailored Advisory Services under Enterprise Connect, Unconscious Potential has provided succinct business proposals capturing the firm's key issues and outlining clear action to improve. In fact, the State Manager of Enterprise Connect has indicated to me that the proposals are exemplary.*

*I am aware that Unconscious Potential has also been actively involved in the local Business Enterprise Centre network and I would have no hesitation in recommending Unconscious Potential to any business requiring such expertise.” - Terry O’Riordan, NSW Business Chamber, Business Advisor, Enterprise Connect*

*“In my capacity as a Business Adviser for the Enterprise Connect Program, I have worked with Silvia on a number of initiatives to assist clients to gain the maximum value from their business review.*

*Silvia is a qualified Executive Coach and effectively uses her coaching skills to assist firms to focus on establishing valuable goals and then take action to achieve those goals. Coaching differs from consulting in that it empowers the Client to take responsibility for the actions and behavioural changes necessary to achieve their desired future state.*

*Silvia’s unique combination of talents, helps clients to explore personal as well as professional challenges in their life. Whether it’s a problem arising from a strained work relationship or lack of clarity around suitable KPI’s and targets, coaching is an effective technique to produce positive progress.*

*I enthusiastically recommend Silvia de Ridder as a capable and reliable Executive Coach who is committed to helping clients achieve success and satisfaction in all aspects of life.” - John Mills , Australian Industry Group, Business Advisor, Enterprise Connect*

*“My objective in undertaking the coaching was to improve my time management and communications so I would no longer need to spend several hours each weekend catching up on tasks not completed in the previous week. The coaching was conducted through a mixture of one on one sessions with Silvia and phone conferences. The coaching was well structured and Silvia contributed some positive ideas then followed through to ensure I completed the actions we agreed were a priority to enable me to achieve my objective. The two main benefits for me were taking the time to reflect on ways to improve and having Silvia keep me accountable on following through with the improvements we identified. Overall the coaching was a success and I no longer need to work weekends!*

*I would recommend Silvia to anyone who is seeking to actively improve one or more aspects of their professional life as she has a very good understanding of the personal change process and the method to achieve positive results.” – TransGrid*

*“Silvia’s pragmatic approach and knowledgeable delivery worked well for us. She covered a lot of ground in a timely and effective manner” - Suncorp*