

## **Caroline Cooper**

### **Business Mentor and Transformational Coach**

I have 25+ years' global business experience, predominantly in public relations and communications which culminated in my Managing Director role at a luxury/fashion brand communications agency in London with a staff of 160. Since 2017, I have been working alongside Founders and Business Leaders in the Fashion and Luxury sector as a mentor and coach, supporting them with business decisions as well as leading on staff care and development. I embarked on Transformational Coaching training with Animas in 2020 to evolve my skills and to enable me to take on more one-on-one coaching clients. For someone who intuitively gravitates towards human kindness, curiosity and lifting people up, it's been a natural fit.

I love combining my intuitive coaching style with my commercial understanding and business experience. As a certified Transformational Coach, I aspire to create a warm and empathetic space for my clients to feel seen, heard and accepted. Holding my clients in unconditional positive regard, with total acceptance, is fundamentally important to the coaching relationship. My hope is that in our safe and empathetic coaching relationship my client is able to openly explore their ways of being in the world, and it is from this new vantage point that change is possible. Once we see with greater clarity, we can reframe and reform unhelpful thinking and in turn, our behaviours.

Fundamentally, I hope to help my clients move from confusion or uncertainty to clarity and action; helping them explore their own truths and beliefs with compassion and supporting them to create the change that they want in their lives. My extensive personal experience means that I am particularly attuned to support the fashion/luxury business community, the world of PR and advertising, business leaders and managers aspiring to create humane workplaces and support staff wellbeing, as well as neurodiverse individuals and their families. I have a BSc in Psychology from University College London, an MSc in Nutrition from King's College London, a Mental Health First Aid Certificate and an Accredited Diploma in Transformational Coaching from Animas.

**Get in touch**

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