**Muna Alyusuf**

**Executive Summary**

An experienced Executive Coach with strong and varied corporate background, Muna Alyusuf has coached many business leaders in various industries championing them to develop and transform themselves to their potential next level personally and professionally. Muna is also highly experienced in leadership development consultancy, and as a facilitator and trainer, working with individuals and groups of people to encourage individual and leadership potentials and aspirations.

**Background & Industry Experience**

Prior to becoming qualified/certified as an Executive Coach, Muna had a global corporate career having worked in the UK, USA, UAE and Saudi Arabia, and held leadership positions in different organisations, culminating in a regional leadership position at CARTUS where she coached both internal and external business executives. She brings much of that corporate experience into her work as she coaches executives around the world.

As a coach, Muna draws on her leadership and business experience from her career in training management, education and health counselling. After working internationally as a leader at CARTUS developing her role as an EMEA reginal leader in training management and coaching, Muna worked independently in Saudi Arabia and the UK. She created her coaching and facilitation business and developed her leadership in different roles as a business development manager and business director, and mostly developed her leadership skills in Coaching and Facilitation. She now works as an executive coach as well as a leadership development consultant, facilitator and trainer supporting executives in different parts of the world.

**Education, Publications and Professional Affiliations**

Muna has an M.B.A. from North London University – London, UK

MA in Sociology from California State University – Sacramento where her focus was the Sociology of Knowledge.

Certified Organisation and Relationship System Coach (ORSC) & Qualified co-active coach.

PCC Credential from the International Coach Federation (ICF)

Member of the International Coaching Federation (ICF), ICF UK chapter, the Society of Intercultural Education, Training and Research, Europe

Author – “In the Shadow of her Voice”

**Coaching Approach**

Muna combines authenticity, intuition, along with her persistence and trust in the human experiences, along with trusted and respected models and structure from different coaching philosophies and approaches that is required to ensure that coaching moves to bring impactful specific outcomes for the executives she coaches. Feedback using various information including psychometric instruments are common tools Muna uses in many of her coaching assignments.

**Recent Coaching Assignments**

Providing executive team coaching for a Leading Non-profit Organisation around redefining roles and responsibilities toward creating alignment between executive and operational teams’ roles and responsibilities.

Supported the CEO of a Leading Aesthetic Clinic navigating her leadership style and creating alignment with her team around her strategic vision.  Providing executive team coaching and support to the Director of special need centre around creating trust and partnership within the organization’s culture for strategic and cultural alignment.