

Bernard Cooke

Bernard is a Chartered Occupational Psychologist and a professionally qualified Executive Coach, with extensive experience of leadership and team development. With over 10 years experience in management and organisational development in multi-national organisations, he understands the organisational context for change and the pressures exerted upon managers.



As a psychologist he also helps managers with the 'inner game' of work – enabling them to strengthen the psychological resources they already have and remove the barriers, some self-imposed, that limit their achievements.

Experience

Bernard's coaching clients are senior managers and leaders who are striving to find the inner resources to master the increasingly complex challenges of organisational life. When questions arise as to how people can realise their potential, he provides psychological insights coupled with a real appreciation of business demands. His clients enjoy a greater clarity on who they really are, what they could become and how they will get there.

Some typical coaching assignments include Directors and senior managers that are grappling with an effective leadership style for their organisation, the management of conflict and the implementation of change. He has worked with teams on raising their awareness of the interpersonal issues that inhibit their capacity to work as a team and has helped them to align their strategic objectives with the issues of leadership style, culture and values. He has also trained managers within organisations seeking to instil a coaching culture.

He challenges his clients to maintain a clear focus on their goal of improved performance, whilst facilitating a quality and depth of conversation that managers rarely find time for in their working day (or night!) Where appropriate, he will use robust psychometric instruments to provide managers with a comprehensive profile of their personality, helping them to align their strengths and development needs with their goal.

Selected clients

Financial Services - helping a Sales & Marketing Director to operate at a strategic level.

FMCG - assisting a senior marketing manager to adopt a more inclusive management style.

Telecommunications – coaching senior managers to adopt new leadership behaviours.

City Legal Firm – coaching a team of partners of a legal firm attempting to adopt new working practices to achieve business growth targets.

National Charity – helping an Operations Manager to manage his team in a more inclusive way through greater delegation and more strategic guidance.

Education, qualifications and professional positions

Advanced Diploma in Executive Coaching.
MSc Occupational Psychology (Birkbeck College)

MBA (Henley Management College)

BSc. (Hons) Psychology (University of St. Andrews)

Chartered Occupational Psychologist
Chartered Fellow of the Chartered Institute of Personnel and Development.

Member of the BPS Special Group in Coaching Psychology.

Member of the Association for Coaching

