Sarah Fraser

Executive Coach & Facilitator

Sarah Fraser is an international executive coach and facilitator at her Sydney-based company, Happiness Express. She coaches people towards happiness, health and high performance.

Happiness is when what you think, what you say and what you do are in harmony

- Gandhi

"When we create a healthy mindset of self-belief, trust and positivity, we allow ourselves and our people to shine. With guidance, support and challenge we can reveal and grow our core strengths, and experience a sense of happiness and purpose that allows us to perform at our best.

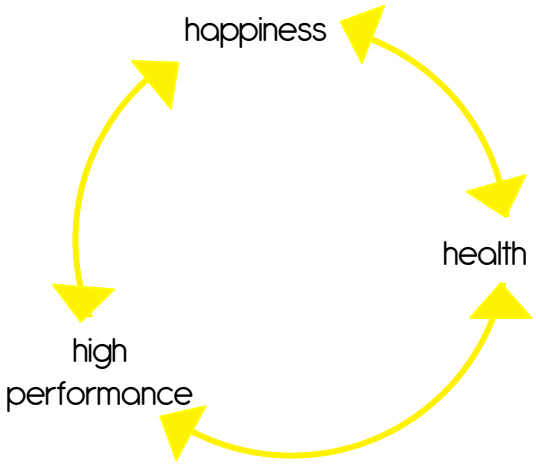
I coach people and teams toward happiness, health and high performance."

coaching focus

Personal branding and leadership
Defining your authentic leadership style
(especially females in male-dominated environments)
Aligning with your values and those of the organisation
Creating and communicating vision
Inspiring greatness in yourself and others

Strengths building
Focusing on your positives
Building confidence to drive authentic decision-making
Identifying and growing strengths for career progression
Setting goals and priorities to improve effectiveness

Workplace wellbeing
Cultivating a positive mindset and attitude
Managing stress, even through change
Creating work-life balance
Using mindfulness for mental clarity



coaching services

- One-on-one personal and professional (executive) coaching - in-person and/or by Skype
- Group workshops on various subjects related to happiness, health and high performance
- Team facilitation to guide, support and challenge your team on your chosen issue or goal
- Read more: www.happinessexpress.com.au/services/organisations

Workshop examples
- Live Your Values: www.happinessexpress.com.au/services/workshop_values
- Grow Your Strengths: www.happinessexpress.com.au/sessions/workshop_strengths
- Wellbeing at Work: www.happinessexpress.com.au/sessions/workshop_wellbeing

why coaching?

Coaching provides a non-directive, facilitative way of helping an individual or team to increase awareness of their issues, strengths and goals, and to establish concrete steps towards positive change. It places the expectation for greatness firmly in the hands of the client, believing that *they* have access to all the skills, expertise and wisdom to make the right choices and to follow through. With the support and challenge that a coaching relationship brings, the client can more quickly, easily and effectively achieve health, happiness and high performance.

background

After graduating in 1996 with a BA(hons) degree in European Business & Languages, Sarah spent the first 13 years of her career in marketing communications and branding roles in Philips and its high tech spin-off, NXP. She's worked in the UK, California and Amsterdam in senior international roles, most recently as NXP's Global Brand & Advertising Director. Her professional background positions her well for understanding the triumphs and struggles of corporate life.

The coaching seed was sown when Sarah supported Philips talent management programme as a coach facilitator at their week-long leadership development centres from 2001 to 2003, and subsequently continued as a coach within the company alongside her marketing role.

In 2009, she graduated with a Diploma in Personal Performance Coaching from The Coaching Academy, Europe's leading coach training organisation, and qualified as a Master Practitioner in Neuro Linguistic Programming (NLP). Sarah is also certified in the Myers-Briggs Type Indicator (MBTI).

Sarah is a member of the International Coach Federation (ICF), the Association for Coaching UK and the European Mentoring & Coaching Council (EMCC) and continues to develop her coaching expertise through a variety of courses, seminars and further reading.

clients

Corporate/ Government projects at:

Carlson Wagonlit Travel
Crown Relocations
De Lage Landen (Rabobank)
NXP Semiconductors
O'Connell Recruitment
Philips
Sun Chemical
SwissRe Insurance
US Consulate

Private clients at:

Fedex
Gucci
KLM
KPN
PriceWaterhouseCoopers
Strauss Coffee
Sainsburys
TomTom

qualifications

- Diploma Personal Performance Coaching
  The Coaching Academy (distinction)
- NLP Master Practitioner
- Certified in Myers-Briggs Type Indicator
- BA(hons) European Business & Languages

get in touch

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