

Bio: Sonia Gavira

Sonia is a professional Facilitator, Trainer, Consultant and Coach with nearly 20 years experience across a multitude of sectors. She facilitates and enables change with a particular focus on supporting leaders in finding new ways of doing, being and acting.

Sonia lead the expansion across EMEA of Ford's Consumer Experience Movement, an initiative designed to improve long term results and profitability of dealers by creating engaged customers through engaged employees. She recruited and trained the team who delivered the programme and sold it into National Sales Companies and the dealers themselves, developing a relationship of trust with all stakeholders.

She brings a deep understanding of the business, the customer and employee journeys and of the skills needed to build engaging relationship with our teams and customers.

Today, Sonia's interests lie in the development of leadership capabilities and behaviours particularly with a view to enabling leaders to create cultures of engagement within their businesses that will result in engaged customers. As an executive coach she works mainly at Board and Executive Director level. She gives her clients the confidence to lead and manage others more effectively. And through her passion for people development, her great intuition and ability to create trust and rapport with people at all levels, she's inspired individuals and teams to great achievements.

Sonia's style has been described as 'challenging and focused' while also 'warm, empathetic and fun'. She has multi-cultural coaching and training experience and speaks French and Spanish

Sonia has an MBA from Ashridge Business School, Marketing and Direct Marketing Diplomas, is a qualified coach and Master Practitioner of NLP and a qualified trainer. She works with a number of assessments including Myers Briggs, True Colors, Strengthscope, Motivational Maps and is a member of the International Coaching Federation and the Association for Coaching

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