

Coaching high achievers

Jennie Kettlewell

Jennie Kettlewell is an executive coach and a management development consultant.

After several years as a chief executive, where she learned first hand the value of harnessing the full potential of staff for company success, she was sufficiently intrigued to give up corporate life and become a consultant, focusing on management development issues.

Jennie started coaching in 1999 and has since worked with clients in a variety of sectors including insurance, public relations services, engineering, investment banking and management consultancy.

Before she left the corporate world, Jennie was **Group Operations Director of Bulletin**, an international company in the field of electronic communications.

She joined Bulletin from **Shandwick Communications** (a division of Shandwick plc), where her role was **Chief Executive Officer**. Over three years she re-focused the company into market-oriented teams and coached the board to take their full directorial roles.

Prior to this, she was **Managing Director of Citigate Corporate**, a subsidiary of the Citigate communications group.

She has been appointed to the Interviewer Panel for the Institute of Directors' Chartered Director programme, is a member of AMED's Director Development Network and of the Chartered Institute of Personnel & Development.

She is a co-author of 'The Effective Director', a book sponsored by the Institute of Directors.

Jennie strongly believes that 'creating trust with people is the best way to win new clients. But it's good performance that results in repeat work, which helps to build a successful, sustainable business'.

She is a passionate advocate of continued learning. 'I have re-invented my career several times – advertising, PR, general management and consultancy – and have always found learning new disciplines exciting. I've learned mainly through networks I have created.'

Jennie has two great leisure interests – walking and opera. She and her husband love to walk: in the Scottish Highlands or in the Chilterns – 'watching pairs of red kites riding the thermals is magic' – or along the Thames towpath near her home in West London. She has recently discovered that being a Friend of the Royal Opera House means she can see dress rehearsals of great operatic productions for a fraction of the usual price!

