

## Training and Professional Background

BA Hons European Studies  
RSA Diploma French  
Advanced Diploma and  
MA Counselling  
Chartered Fellow of the Chartered  
Institute of Personnel and  
Development (Chartered FCIPD)  
Member of the  
Institute of Directors (IOD)  
Member of the  
British Psychology Society (BPS)  
Member of the  
International Coach Federation  
Member of Coach University

## Route to Coaching

Coaching evolved for Melinda 15 years ago as the culmination of a (then) 15 year career as an HR / OD / Search & Career Consultant and business owner. This coincided with Melinda's completion of an MA in Counselling Psychology and the entry of Coach University into the UK market - thus forming the early foundations of a learning coaching community – as well as Melinda's desire to have more flexibility to start a family.

## Coaching Style

Melinda is compassionate and an almost tireless listener, who believes that sometimes 'tough love' is required. Trust has to be the main ingredient in a coaching relationship which can only be built up by true empathy with the client. Melinda believes she can help her clients to identify their true values and to remain in integrity with those values whilst achieving outstanding personal and business goals. (Melinda has over 30 testimonials referring to her coaching style).

Portland  
Consulting Group



# Melinda Beckett-Hughes



## Personal Details

Melinda is a 'late mum' of Nathan (aged 13) and Isabella (aged 11). She enjoys European language and literature, cooking and entertaining, distance swimming and promoting the professional interests of women. Melinda is also Chair of her own Charity, The Ayuda Foundation which has carried out small aid projects in East Africa.

## Career Pattern

A European linguist by background, Melinda joint-founded and grew a financial recruitment consultancy, which was floated on the USM in 1988 with Melinda as Operations Director, aged 30. She was then approached to become Business Development Director of a plc consulting group, which included Portland International.

Melinda acquired the business in 1991, and as MD built the company into a widely recognised UK-based consultancy, working within large blue chip organisations in a wide variety of sectors, especially retail and financial services. During 2009-10 Melinda also set up The Ayuda Solution Group and The New Business Link as a franchise business providing SME business funding and advice.

## Coaching Focus

Melinda's particular interest is working with CEO's and executives of large organisations to help them define their unique purpose as leaders and how they can 'make a difference'. Her OD work often focuses on optimising business performance by the development of strong 'cultural capital'. Her executive coaching work is now developing into 'intrapreneurship coaching' alongside a desire to help the 'seriously stressed' people through The Lifeturnaround Project.

## Assessment Tools

DISC/Work Motivators  
Qualified to Intermediate Level B in psychometric assessment with BPS  
CTT (Corp Tools)  
Andrews Munro & Azure Leadership  
Character and other assessments