



SONYA DAVIES

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EXECUTIVE & WELLBEING COACH | STRATEGIC ADVISOR

“Empowering leaders to sustain their life and career peak performance by being emotionally, socially and strategically intelligent”.

Sonya’s purpose is to facilitate inquiry, inspire curiosity, and challenge assumptions to create space for innovative thought and positive change. She has extensive experience in facilitating others to be emotionally well, resilient, connected, and adaptable leaders.

Sonya partners globally with HiPOs and mid-tier – senior leaders specialising in sustaining executive wellbeing ‘lead well and be well, maximising career transitions, achieving influence and impact in communication, developing strategic and change objectives, and navigating and solving complex problems. She has over 25+years as a leadership specialist and 1800+ hours in executive and wellbeing coaching for individuals and groups in tech, energy, resources, consulting, financial, legal, health, pharma, public sector, universities, hospitality, real estate, resources, utilities, and NGO.

Sonya’s partners describe her as a translator, highly intuitive, who quickly sees through complexity. She has a deep system understanding from facilitating in wide-ranging sectors and will guide and support you to stretch past the boundary of comfort to see the unseen. Her role is to be perceptive and alongside you as your thought partner.

Sample clients include ANZ, Zendesk, Philip Morris International, Amazon, FMC Corp., Novartis, Warner Bros., Salesforce, JLL, Stripe, Accenture, World Vision, TripAdvisor, H&R Block, F5 Networks, Deutsche Bank, Visa, Intuit, Google, BP, Imperial, Facebook, Chanel, Goodyear, AMEX, CDK, Colgate-P., Takeda, Footlocker, Marriott, Chevron, Goodyear, EY, JC Decaux, Dell, EDF Energy, AMREF Health, ICRC, Australian Medical Association, Medical Defence WA, St. John of God, Universities (UWA, Melbourne, Washington, Murdoch, Leeds).

AREAS OF EXPERTISE

Executive & Wellbeing Coaching
Career Transition Coaching
Strategic Reviews

Organizational & Leadership Development
Executive Mentoring
Philanthropic Campaigns

PROFESSIONAL CAREER HIGHLIGHTS

Leading Self

25 years as delegated leader and organisational development specialist in facilitating and coaching career transition plans and conversations. Eight years post International Coaching Federation certification, 1800+ coaching hours in local and global organisations coaching authentic awareness, self-management, self as coach, and executive wellbeing.

Recognised as a strength and values-based coach by global associates. Group coach leading circles in wellness, self-care, resilience, productivity, emotional intelligence, and visioning.

National Board Certified Health and Wellness Coach (NBC-HWC) focused on the intersection of wellbeing and leadership.

Leading Others

30 years leading teams from small 5+ to 100+ as both principal lead and project lead.

25 years leading strategic and scenario planning with teams and boards.

Group coach leading circles and workshop facilitator in feedback and performance conversations, leading change, leader as coach, scenario planning, teams, and alignment, conflict resolution, navigating uncertainty, leading without authority, understanding motivation -intrinsic and extrinsic, building impactful relationships and executive presence. Designed, and program-managed tiered leadership capability framework (for foundational, emerging, established leaders), developing 15 programs (70 modules; face: face and e-learning), rating of 4.5/5 for leading others impact.



PROFESSIONAL PHILOSOPHY

Strength of Partnerships

Trusted partner, creating space for change and seeing the unseen.

Understand the Why

Uncovering drivers, strengths & how these can be leveraged.

Facilitate Discovery

Inspire curiosity through insightful questions, reflection, exploring ideas & challenging assumptions.

Commit to Change

Committing to hold self & others accountable, enabling successful progress.

Adaptive & Responsive

No ‘one size fits all’ approach, bespoke & respectful.

Cross Boundaries

Guiding partners past the ‘boundary of safety’, allowing sustained performance & shift.



PROFESSIONAL ATTRIBUTES

Strategic Thinker

Conceptualise, interpret & operationalise strategy.

Advisor

Analyse, scope, design solutions, manage, evaluate & apply.

Engagement Specialist

Influence & sustain buy-in & collaboration.

Innovator

See through complexity, mobilise creation – strategy – execution.

Negotiator

Communicator of trust & clarity, leveraging opportunity & value-adding for all.



EDUCATION

International Accredited

Organisational Coach [PCC]

International Coaching Federation

National Board-Certified Health &

Wellness Coach [NBC-HWC]

Post. Grad. Cert Positive Psychology

Health & Wellness Coaching –

College of Executive Coaching

Mental Health First Aid Australia

Master of Health Services

Management Curtin University

Postgraduate Diploma in Health

Administration Curtin University

BSc. Med.Science Curtin University

Certificate IV Training and

Assessment Fremantle Education

Teaching English as a Foreign

Language Level 5 and Teaching

Business English TEFL Academy



MEMBERSHIPS

Australian Institute of Management

WA (AIM): Fellow [FAIM]

International Coach Federation

(ICF): Member

Institute of Executive Coaching & Leadership (IECL): Level 3, Member

Multiple International Associate

Contracts assigned Coaching

Panels: NGO to Fortune 100/500



COMMUNITY

International Coach Federation

Australasia Western Australia

Branch: Strategic Advisor (prior)

Ethical Coach, HCN & United World

Coaches: Executive and Wellbeing

Pro-bono Coach

Australian Institute of Management

Western Australia: Mentor

Peel Community Foundation: Chair

(prior)

Fremantle Education Centre: Board

Member (prior)

Leading Leaders

Average feedback score across Associate Coaching Panels – 4.9/5.

2020-2022 coaching resulted in five coachees transitioning to VP/RVP, attaining success criteria for the program, together with coaching South Korean executives in strategically impactful presentations and conversations at the board level (100% success rate).

15 years leading strategic business and board reviews through appreciative inquiry.

25 years leading the development of organisational vision, values, and community strategy.

13 years as AIMWA mentor and recognised as a Fellow, proven record of senior leadership.

13 years as a philanthropic leader on a community foundation, leading major donors.

Project lead for transformative organisational development change projects, e.g., design and implementation of meaningful performance conversations for 1200 leaders, resulting in workforce satisfaction rising from 5-50% and leadership framework alumni community of practice network with scholarship, buddy, and coaching programs.

TESTIMONIALS Available on the [website](#) and [Facebook](#)

"Sonya helped me connect the dots and see a bigger pattern at play by asking tenacious questions that helped me step outside of my own perceptions to untangle a complex problem"

PROFESSIONAL EXPERIENCE

Managing Principal: Strategic Effective Development Solutions 2008-present

Management consultancy focused on global organizational, career, and wellbeing coaching, and leading strategic projects and reviews. Outcomes:

End: end program management, client engagement, scoping, design, delivery, evaluation, and reporting for coaching, strategic, and learning initiatives, 4.9/5 satisfaction rating.

Senior Leadership Advisor: People & Culture 2013-2017: Murdoch University

Internal leadership consultancy and program management to senior management and staff through OD & L&D channels, achieving university leadership goals. Outcomes:

3-tiered Leadership Capability Framework: 15 education programs (70 modules)

Behavioural Framework and Peer-Learning Model for Senior Leaders

Organizational Coaching Framework

Communication and Engagement Strategy for Building Workforce Capability

Workforce Capability Survey and Policy Framework

Project Manager: 2012-2013: Murdoch University

The Aspirational Youth Learning Pathways Peel program's purpose was to engage, inspire and educate youth who faced barriers to accessing higher education. As the project manager, I led the start-up and initial strategy of this \$ 5 million project. Outcomes:

Feasibility study for project design and development of communication strategy

Governance, board, committee and stakeholder, school, industry, community framework

Learning Development Manager: 2010-2012: Murdoch University

Executive Education Centre, responsible for engaging and attracting cross-sector clients, building Centre brand advocacy, and designing and managing programs. Outcomes:

Market analysis and subsequent communication/engagement strategy

Leadership program design securing clients with 80% conversion and satisfaction

Collaborative cross-sector partnership for Peel business community

Manager Development: 2006-2007: University Western Australia

Engagement specialist responsible for strategic management of major donor partnerships & programs, scholarships, prizes, and annual giving. Outcomes:

Online giving strategy successfully delivered @ 30% of a predetermined budget

Donor communication strategy increasing donor giving and satisfaction rating

Business Consultant: 2004-2006: GlaxoSmithKline

State-Wide leadership of Vaccine programs and educational programs. Outcomes:

Recognised as a National Top Performer leading a portfolio of 13 products with 40% growth, successful tendering for state-wide programs, and developing key opinion leader network.