

Executive & Wellbeing Coach Strategic & Systemic Leadership



Sonya Davies - MCC, NBC-HWC

With 25+ years of executive, board, and commercial leadership experience, Sonya is the Managing Principal of SED Solutions and a dual-credentialed Master Certified Coach (ICF-MCC) and National Board-Certified Health & Wellness Coach (NBC-HWC).

She partners with senior professionals to navigate complex, high-stakes environments—empowering them to sustain peak life and career performance through emotional, social, and strategic intelligence.

⚡ 2,800+ Coaching Hours | 500+ Leaders Coached | 30+ Sectors Globally

How does Coaching add value to you?

Sharper Decision-Making: Cut through the noise and organisational complexity to gain clarity on high-stakes, strategic choices.

Stronger Influence & Alignment: Translate big-picture strategy into aligned, decisive execution across teams and stakeholders.

Enduring Peak Performance: Build the mental clarity, stress tolerance, and resilience needed to perform at your peak for the long haul.



Leading Self
Cognitive Clarity
Authentic Presence
Wellbeing & Longevity
Career Elevation



Leading Others
Capability Building
High Stakes Influence
Navigating Friction
Matrix Leadership



Leading Systems
Systems Thinking
Adaptive Governance
Strategic Decision-Making
Enterprise Positioning

Impactful leadership requires clear insight into your leverage, your friction points, and how you get in your own way.

↓ Explore tailored coaching programs & investment options on the next page.

Starting Out

Partner with Sonya for x1 Laser-Focused Coaching session that includes:

- x15 minute (no obligation) chemistry session – what is coaching, is it for me, coach/coachee fit
- x1 hour laser-focused coaching session
- Supporting tools post-session & post-session check-in

Ideal for acute, high-stakes needs—such as interview preparation, difficult conversations, critical negotiations, or an immediate priority.

Price on Application

Clarity Program

Partner with Sonya in a 12-14-week customised coaching program that includes:

- x30 minute (no obligation) chemistry session – what is coaching, is it for me, coach/coachee fit
- x1 hour introductory coach planning session
- x7 hours of 1:1 coaching
- Pre-coaching questionnaire to identify the areas of focus & fast track your coaching
- Weekly accountability partner with regular check-ins & tracking
- Strengths & Values Assessment
- Supporting tools to enable sustainable practices tailored resources (readings, videos, activities) to apply & consolidate your learnings
- Availability of coach out of session
- Post-program check-in
- All sessions are to be scheduled within a three month period to gain optimal results; one session per fortnight

Ideal for leaders navigating complex environments, strategic decisions, and expanding scope. Focuses on priority alignment, assumption testing, and execution clarity.

Price on Application

Immersive Program

Partner with Sonya in a 52-week customised coaching program that includes:

- x30 minute (no obligation) chemistry session – what is coaching, is it for me, coach/coachee fit
- x1 hour introductory coach planning session
- x24 hours of 1:1 coaching
- x2, 1 hour on-demand sessions to achieve something practical & specific
- Pre-coaching questionnaire to identify the areas of focus & fast track your coaching
- Weekly accountability partner with regular check-ins & tracking
- Strengths & Values Assessment
- Supporting tools to enable sustainable practices
- Tailored resources (readings, videos, activities) to apply & consolidate your learnings
- Availability of coach out of session
- Post-program check-in
- All sessions to be scheduled within a twelve month period to gain optimal results; one session per fortnight, flexibility to three-weekly.

A year-long strategic partnership for senior leaders and executives focused on long-term enterprise strategy, board engagement, adaptive governance, and wellbeing & longevity.

Price on Application

Discovery Program

Partner with Sonya in a 8-week customised coaching program that includes:

- x30 minute (no obligation) chemistry session – what is coaching, is it for me, coach/coachee fit
- x1 hour introductory coach planning session
- x3 hours of 1:1 coaching
- Pre-coaching questionnaire to identify areas of focus & fast track your coaching
- Weekly accountability partner with regular check-ins & tracking
- Strengths & Values Assessment
- Supporting tools to enable sustainable practices
- Tailored resources (readings, videos, activities) to apply & consolidate your learnings
- Availability of coach out of session
- Post-program check-in
- All sessions to be scheduled within a two month period to gain optimal results; one session per fortnight

Ideal for an immediate goal or high-priority challenge on the near horizon. Focuses on role transitions, career reinvention, and negotiating with self and others—delivering practical actions and strategies for rapid impact.

Price on Application

Impact Program

Partner with Sonya in a 26-week customised coaching program that includes:

- x30 minute (no obligation) chemistry session – what is coaching, is it for me, coach/coachee fit
- x1 hour introductory coach planning session
- x12 hours of 1:1 coaching
- x1 hour on-demand session to achieve something practical & specific
- Pre-coaching questionnaire to identify the areas of focus & fast track your coaching
- Weekly accountability partner with regular check-ins & tracking
- Strengths & Values Assessment
- Supporting tools to enable sustainable practices
- Tailored resources (readings, videos, activities) to apply & consolidate your learnings
- Availability of coach out of session
- Post-program check-in
- All sessions to be scheduled within a six month period to gain optimal results; one session per fortnight

Ideal for leaders seeking sustained enterprise impact, executive resilience, and leader-as-coach development across complex operational or organisational decisions.

Price on Application

Contact

Thank you for your interest in Strategic Effective Development Solutions Coaching Programs.

Please contact Sonya e: strategiceffectivedevelopment@gmail.com or ph: +61 400 650 993 to discuss your needs & how a customised program can be designed for you.

Pricing subject to program customisation.

All coaching sessions are delivered by Sonya Davies.

Tailored rate structures available for NGO/NFP leaders and students,

