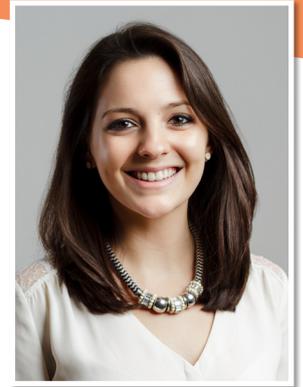


### Meet One of Our Coaches

**Carson Williams, Business Psychologist, BSc, MSc, MBPsS**

#### Tell us a bit about you.

My role at Cognacity is to support organisations to get the best out of their people, improve wellbeing, resilience and performance. I am a performance coach and head of Cognacity's psychometric assessment services. On a personal level, my background is quite varied. I was born in Mississippi, but spent my childhood moving around several countries; the UK, Ireland, Switzerland, France - to name a few. My interest in how humans think and behave, and my passion for working with people, stem from growing up in touch with different cultures and individuals.



#### What kind of coaching style do you use?

I help individuals realise their full professional potential by identifying their core values and what drives them as a key first step. I support clients in setting values-based goals and understanding what barriers stopped them achieving these in the past. I work with clients to develop skills to overcome these obstacles so they can live the life they really want to live. My clients are the expert of their own life - I am here as a guide to help unlock their existing potential. By the end of our sessions, clients will be able to self-coach which sets them up for success in the future. My coaching style is practical, goal-oriented and evidence-based. To make sure my clients see the biggest impact in their lives, I use techniques that have been proven to work from CBT, Mindfulness and Acceptance and Commitment Theory (ACT). I am also very client-focused - I am responsive and flexible to the client's own needs and style.

#### What kind of clients have you worked with before?

I have worked with clients from a variety of international business and backgrounds, as well as individuals looking for support. I have experience coaching leaders to graduate-level employees in professional services, financial and manufacturing fields. Recently, I have coached an entire team from one of the big four to improve resilience, wellbeing and performance. I have supported clients to achieve a variety of work-related goals, such as improving work-life balance, managing stress, improving performance, career development, leadership skills, confidence and conflict management.

#### What marginal gains or goals are you currently working on?

Travel more! There are so many exciting places easily accessible from London on a 2-hour flight and I don't want to take that for granted. I will be taking better advantage of this privilege in 2018 and am looking forward to exploring some exciting new places.

### WHAT CLIENTS HAVE TO SAY ABOUT CARSON....

“ Carson provided an open forum to help me express and work through my concerns, no matter is too trivial. ”

“ She helps focus on the crucial items, how these manifest and provides techniques and assisted practice to help remove these barriers. I have made step changes in my life, seen and felt the changes and my learning will stay with me for life. ”

### GET IN TOUCH!

If you want to speak to us about your coaching, wellbeing or performance needs, please get in touch!