

# Wsquared Coaching



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## Profile - David Udy



### About me as a Coach:

I am Owner and Principal of Wsquared Coaching. A Credentialed Associate Certified Coach (ACC) with the ICF (International Coaching Federation) and an Accredited Institute of Executive Coaching & Leadership (IECL) **business and team** coach.

I have undertaken more than 200 hours of coaching since becoming credentialed.

I've coached counterparts from all levels within organisations; my coaching to date has included working with coaching counterparts to:

- achieve their career goals;
- identifying business goals and planning to achieve them;
- working with others, and managing yourself to be the best leader you can be.
- coach teams so that they can learn to learn, (Team Coaching).

I bring extensive public sector management experience; I've led large operational business units in a regulatory environment. I have a track record of success, building and executing business strategies, leading and managing change, and galvanising teams to deliver superior results often within tight time frames and limited budgets.

I am a Leadership New Zealand Fellow; I hold a Bachelors Degree in Business (Management) and I hold a NZIM Certificate in Mentoring.

I am also a Board Member for IMNZ (New Zealand Institute of Management).

### Coaching Philosophy:

I believe that coaching is all about setting people up for success by working with them so that they see their own strengths through their own eyes.

My approach can be described in three words: **Wā** (the Maori word for time i.e. "the past, present and future"); **wa** (a Japanese word that means "the relational space between people") and **Dadirri** (an Aboriginal word that means "deep and respectful listening")

This well-known whakatauki (proverb) sums up my world view:

He aha te mea nui o te ao? He tangata! He tangata! He tangata!

What is the most important thing in the world?

It is people! It is people! It is people!

### I Bring:

- A real desire to help people grow and achieve their goals
- I bring a strengths based approach to engaging and working with others
- Enthusiasm for life, and a can do attitude
- I bring the wisdom of my experiences to date and my world view
- Experience in working in many organisations, including at a governance level