

Business Profile

Dani Ferrier Coaching

The age of empowerment is upon us and it means big changes for businesses and the mindset of those who lead people. There is a responsibility now more than ever for business owners to have a greater understanding of themselves so that they can self-manage and show up for others.

There is also a big change in people's perception of coaching and how important it is to have support as a leader. Dani Ferrier has been a Leadership coach for 2 years and finds real reward in helping local business leaders achieve great team culture and get their lives back!

Dani says, "I love being the champion on your team. The coach that can call you on your stuff and cheer you on when things get tough."

One of Dani's clients recalls her experience working with Dani: "I did not know much about leadership, what it means to be a good leader etc. It's more than I expected. I thought the training would be based on getting some instruction on how to lead but this is really about understanding how to lead, to learn about yourself and to understand your team members."

Dani's background is in tourism and she has a real passion for people. She has learnt her leadership skills out in the wilderness as a mountain guide, and also living overseas and having to lean into fear. She is now helping others fight fear and become the leader they need to be.

Some examples of her coaching session topics she has with business owners are: *Managing the team's emotions*, *Saying what needs to be said*, *Running an inspiring meeting*, *How to create benchmarks & check-ins with each team member*, and *How to let go of control so others can do their jobs*.

In New Zealand we are 97% small and medium-sized businesses (<https://www.beehive.govt.nz/release/smes-crucial-business-growth>) which means that most people who start a business were really good at the technical part of



the role and then became popular and had to hire staff. The problem is they then end up in a people management role and hardly have to do any technical skills at all. They need to completely change their thinking from being a human-doing (action mode) to becoming a human-being who is outcome-focused and leading the team towards a common mission. The next challenge is having to let go of control and delegate the tasks to the team members who now need to be developed into that role. They also need to inspire their team members but a lot of the time are not that inspiring themselves because they are stressed out, overworked and have lost sight of the mission.

Dani creates an opportunity to look at you and your team from a birds-eye view and create a pathway to achieve your mission. For more information about how you can connect with Dani go to www.daniferriercoaching.com

Register below for Dani's Starting Block Workshop: Empowerment & Daily Actions That Count

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