

MAYA GUDKA



OVERVIEW

Maya is an experienced Executive Coach, working as part of an elite group of coaches for London Business School. Maya coaches on intensive Senior Leadership custom programmes for multinationals; Open Programmes such as Leading Teams; and remotely, working with Executives over their 1-2-year LBS Executive Education journey. With over a decade of coaching experience, she co-hosts a Podcast sharing practical insights from Positive Psychology, particularly focusing on Digital Wellbeing and Physical Wellbeing. Maya spent 4 years as a Leadership and Strategy Programme

Director role in LBS Executive Education, with a broad range of Open titles in her portfolio including the FT-Ranked Leading Teams and Exploiting Digital Disruption. She has designed and facilitated on these programmes and launched a successful new offering which delivers Executive Coaching for Senior Executives as part of a 2-year journey. She has designed group coaching, tutor sessions and digital modules and led a Strategic Review of the portfolio. Her coaching practice developed alongside an exciting economics consulting career.

COACHING APPROACH

Maya takes a flexible approach, utilising the most appropriate approach, or combination of approaches for the particular client and context. In addition to this, she draws supportive insights from her MSc in Positive Psychology, where she has developed particular research expertise in emotional management and positive social media use. She frequently works with clients in these areas, for example helping them to breakdown certain thinking loops, growing their influence and social capital through social media.

BACKGROUND

Starting in Equities Sales at Goldman Sachs, she moved to PwC as an Economist, then KPMG as a founding member to grow the Economics consulting practice from 5 to 50 consultants in complex sectors such as Telecoms and Financial Services. Achieving an early management position at KPMG, Maya advised board level clients on strategic pricing decisions and high value disputes, leading multi-team, international projects. This early managerial experience and leadership development uncovered Maya's passion for developing others. She became a Learning Partner at KPMG, designing large-scale talent programmes and advising on effective development approaches. Alongside this she built up her independent coaching practice as an Accredited Growth Coach with the Government-sponsored Growth Accelerator.

COACHING AREAS OF EXPERTISE

- Career building & Promotion
 - Developing leadership identity and confidence; Stakeholder management & influencing; Strategic use of social media to support profile and influence.
 - Role transitioning and returning to work
- Resilience, mental fitness, emotional regulation - Building resilience, managing the inner critic, managing personal triggers, digital wellbeing, and various other topics related to optimal human functioning or flourishing. Informed by a masters in Positive Psychology focused on these topics.
- Systemic 1-1 and team coaching - taking a systemic view, particularly for enabling innovation, disruption and experimentation; given my economics background this incorporates commercial and macro factors; systemic mapping
- Diversity and inclusion – female leadership, specific challenges faced by ethnic minorities
- Positive leadership – using insights from Positive Psychology to support Positive Work – meaning, engagement, wellbeing and authentic leadership.
- Leading change and significant project work

REPRESENTATIVE COACHING ENGAGEMENTS

- Ipsen – Two programmes run. Initially coaching top Ipsen executives for 12-16 hours over a three-day programme; followed by 2 x 1-1 sessions for each executive. Client brief: becoming bold, disruptive leaders in a new Era. Focus on their best selves, experiments to aid disruption, and emotional management.

- Saudi Aramco – Working with small groups on their MBTI profiles in person during their programme followed by 3 follow up calls coaching on their MBTI and Hogan profiles in service of their commercial objectives.
- ING – Front of room facilitation on 3 core aspects of Leadership, with follow-up coaching.

TYPES OF CLIENTS COACHED

- Chief Executive Officers
- Big Four board level
- Start-up co-founders
- Senior Leaders in large corporates / Blue Chip organisations
- Musicians

REPRESENTATIVE CLIENTS

- BBC
- BFI
- BT Openreach
- Camelot
- Channel 4
- Clydesdale and Yorkshire Bank Group
- Eventbrite
- Government of The Bahamas
- Guernsey Communications Regulator
- HMRC
- ICON Magazine
- ING
- Ipsen
- Mixcloud
- Ofcom
- Orascom
- Reckitt Benckiser
- Royal Mail
- Sanofi
- Shell
- Unilever
- University of Reading

EDUCATION AND QUALIFICATIONS

- Professional Certificate in Executive Coaching, Henley Business School (Distinction)
- University of Cambridge, BA Economics Undergraduate (First Class)
- CFA qualified (Certified Financial Analyst), CFA Institute
- Applied Positive Psychology and Coaching Psychology MSC, UEL (Distinction)

PROFESSIONAL DEVELOPMENT AND SUPERVISION

- Supervision: Initially at LBS, Followed by UEL as part of Coaching Psychology programme, currently with Bob Pearson (ICF)
- Professional development: ongoing accreditations at LBS and Masters in Coaching Psychology in process

PROFESSIONAL AFFILIATIONS

- EMCC – Senior Practitioner Accreditation

PSYCHOMETRIC AND DIAGNOSTIC TOOLS

- Hogan
- MBTI (assessed as part of Henley Cert, use at LBS)
- NEO accredited, British Psychological Society
- Level A and B Personality and Psychometric testing
- Essentic Point Positive Accreditation (Reflected Best Self); AEM Cube Accreditation
- KPMG Effective and Advanced Coaching: StrengthsFinder

CLIENT TESTIMONIALS

"Maya is incredibly insightful and perceptive. I was really impressed how she picked up on things and offered suggestions of reading material and probing questions that would shed light on some of things that I was thinking. Additionally, she was brilliant at coaching us to really come up with (and practice) experiments, which I am sure will mean we are more likely to complete them." **Ipsen Executive, LBS Group Coaching session**

"We worked with Maya on small group sessions for the co-founders and to offer 1 to 1 coaching sessions across the business. Uptake was very high, and feedback was unanimously positive. Maya's strength is in her ability to strike a careful balance between the soft and the hard: she makes people feel comfortable and helps them open up whilst challenging them and focusing on outcomes that are meaningful for the individual AND good for the business. ...when can we book the next round?" **Founder, Mixcloud**

"I approached Maya as a newly promoted Director. I wanted to ensure we had the resources to deliver our strategy and help the team I now manage meet their potential. Maya helped me on all of the above. She is quick thinking and has lived it herself too, but still allowed me to come to my own conclusions. I highly recommend her". **Executive Director, Charity Sector**