
Coaching with Krista Powell Edwards MA FCIPD

Thank you for your interest in coaching with me.

I have provided some information so you know more about me, my relevant experience and coaching services.

I have also provided answers to frequently asked questions about coaching and using a coach.

If your question isn't answered here please get in touch: krista@thecredibilityexpert.co.uk

Frequently Asked Questions

What is involved?

The coaching is a tailored programme of support, that is based on a discussion (by telephone, Zoom or similar) between you, the coachee, and me, the coach. The support is in the form of regular coaching sessions to assist you in achieving your objectives. The areas of support and coachee objectives would be reviewed on a regular basis.

How do I know if we can work together?

We would first have a chemistry call. This is a no obligation, no charge meeting with the sole purpose of checking if we can work together in a coaching relationship.

How long must I commit to working with a coach?

I work with clients for as long as they want to have coaching sessions with me. If you commit to six coaching sessions, a discount on the hourly rate is given.

Why coaching online?

Most of my coaching is online. This has the benefits of being more flexible and less time consuming than face to face coaching. I do offer face to face coaching if the logistics work.

How much does the coaching cost?

The cost will depend on if you are self-funding, or if you are vat registered/your organisation is paying for the coaching, and if the coaching is on line or face to face

Online – by Zoom or similar - Per session, paid in advance

- Self-funded **£54 per hour inclusive of vat**
- Vat registered individual or company **£50 per hour plus vat**

Multiple session discounts

Per six session booking - a 5% discount is given

Per six session booking, all six paid in advance - a 10% discount is given

Face to face coaching at client premises/other location – Per session, paid in advance

- Self-funded **£95 per hour inclusive of vat**
- Vat registered individual or company **£95 per hour plus vat**

Multiple session discounts

Per six session booking - a 5% discount is given

Per six session booking, all six paid in advance - a 10% discount is given

Plus mileage of 0.45p per mile/public transport at cost plus vat, travel time up to 30 minutes each way

The hourly rate for coaching is fully inclusive, including all administration, and all my pre and post session activity.

Can a dependency be created between coach and client?

The purpose of coaching is to assist the client to explore and identify strategies that will help them achieve their objectives. It is against the code of conduct for a coach to create any dependency with their clients.

Shouldn't I be able to reach my goals on my own?

To achieve your goals you will not necessarily need a coach. A coach is an extra resource to help you make progress when it will be beneficial to have that resource.

What can I expect from you as a coach?

You can expect me to

- Prepare for and manage every coaching session in accordance with coaching standards
- Maintain complete confidentiality
- Deliver what I agree to do in the required timescale, monitor progress as agreed.
- Keep any records in a secure location and in accordance with GDPR
- Follow the Chartered Institute of Personnel and Development code of practice
- Abide by the Code of Ethics and standards of behaviour set out in the Association for Coaching (AfC) and European Mentoring and Coaching Council (EMCC) joint code.

What would I need to commit to?

As a coachee, to ensure the coaching is effective you would need to

- Be motivated and committed to taking action on your goals and objectives.
- Fully participate in the sessions.
- Give permission for the coach to challenge if required, for example, with self-limiting beliefs or assumptions you may be making
- Accept full responsibility for yourself and any actions you take as a result of coaching.

Our joint commitments would be that

- We both agree to be on time for our sessions and to take responsibility for rearranging them in the case of unavoidable cancellations.
- We agree that either party can cancel the coaching if progress isn't being made or the coaching relationship isn't working.

How do I start the ball rolling?

We would have an initial discussion, a chemistry call, by telephone/Zoom or similar. If you want to arrange coaching sessions, then we would discuss your preferred time scale and number of sessions and then arrange dates and times for the sessions.

To arrange a chemistry call you can telephone me on 07804 956007 or email me:-

krista@thecredibilityexpert.co.uk

About me



I'm a highly experienced coach, facilitator and trainer who specialises in supporting HR professionals and HR teams to perform effectively, to be credible and confident, and to have influence and impact in their organisation.

My focus is on enabling individual and team performance through HR demonstrating their capability, communicating effectively and delivering a high level of service quality.

From 2000 to 2020 I supported HR professionals as a branch volunteer for the Chartered Institute of Personnel and Development (CIPD). I was branch chair and council representative of the Merseyside, North Cheshire and North Wales and the North and Mid Wales branches.

I'm currently writing my first book 'Credible HR - How to get heard, have influence and make a positive impact in the HR role'.

Career experience

I started working as an independent trainer and consultant in 1995, and have designed and delivered numerous coaching, facilitation and individual and group learning and development interventions, for people from all levels of the organisation. Clients include the Abu Dhabi Police Force, Airbus, Bibby Line, BP, Cheshire Constabulary, the CIPD, Siemens, the University of Chester, and Wrexham University.

I've also worked as an employee for several organisations, in both the private and public sectors. My work experience includes being a university lecturer in International Human Resource Management, an ILM Leadership and Management trainer, a civil servant, a committee clerk in a local authority and a barmaid at Butlins.

Personal competencies

I have excellent communication and interpersonal skills and am able to quickly build up supportive relationships with clients. Words that are frequently used to describe me are warm, friendly and supportive.

My academic qualifications

- MA (Human Resource Management)
- Post Graduate Diploma in Personnel Management
- BA (Honours) Degree (Open University)

My training and coaching qualifications

- Trainers and Assessors Awards
 - Planning and implementing organisational training
 - Evaluation of training practice
- Three day accelerated learning programme – 'Brain Friendly Learning'
- Certified Master Practitioner of Neuro Linguistic Programming (NLP)
- Certified Trainer of Neuro Linguistic Programming (NLP) (Professional Guild of NLP)
- ILM Level 5 Certificate in Coaching and Mentoring (currently being verified)

Published articles

- Time is Money - Are you Spending it Well? - Training Journal, June 2004
- Customer Care in a Call Centre Environment - Training Journal, March 2002