



ALIVE

Drawing upon the science of success,
I coach professionals to help them
elevate their game, lead with impact,
avoid burnout, and thrive and feel alive
at work and at home.

COACHING WITH
DR CATHERINE SYKES



DR CATHERINE SYKES®
THERAPY. COACHING. CONSULTANCY.

COACHING APPROACH

My coaching approach is rooted in a synthesis of the science of performance, Cognitive Behavioural Therapy (CBT) techniques, Interpersonal Neurobiology, Polyvagal theory and Foucault's insights on power, to promote self-awareness, agency, motivation, expansion, then growth acceleration.

I encourage creative exploration and problem solving, as I believe that unconventional thinking can lead to breakthroughs and innovative solutions. My coaching sessions are customized to the unique needs and aspirations of each individual. I provide continuous support, feedback and accountability to ensure progress. High professional standards are important to my coaching business. I employ a team of experienced staff to help me deliver high customer satisfaction. Together, we ensure a smooth client journey and experience, as well as delivering high quality resources, available on an app to support the coaching process and to optimise understanding and outcomes. Clients are provided with resources to share their learning in their teams and more widely in their organisations.

BENEFITS OF COACHING



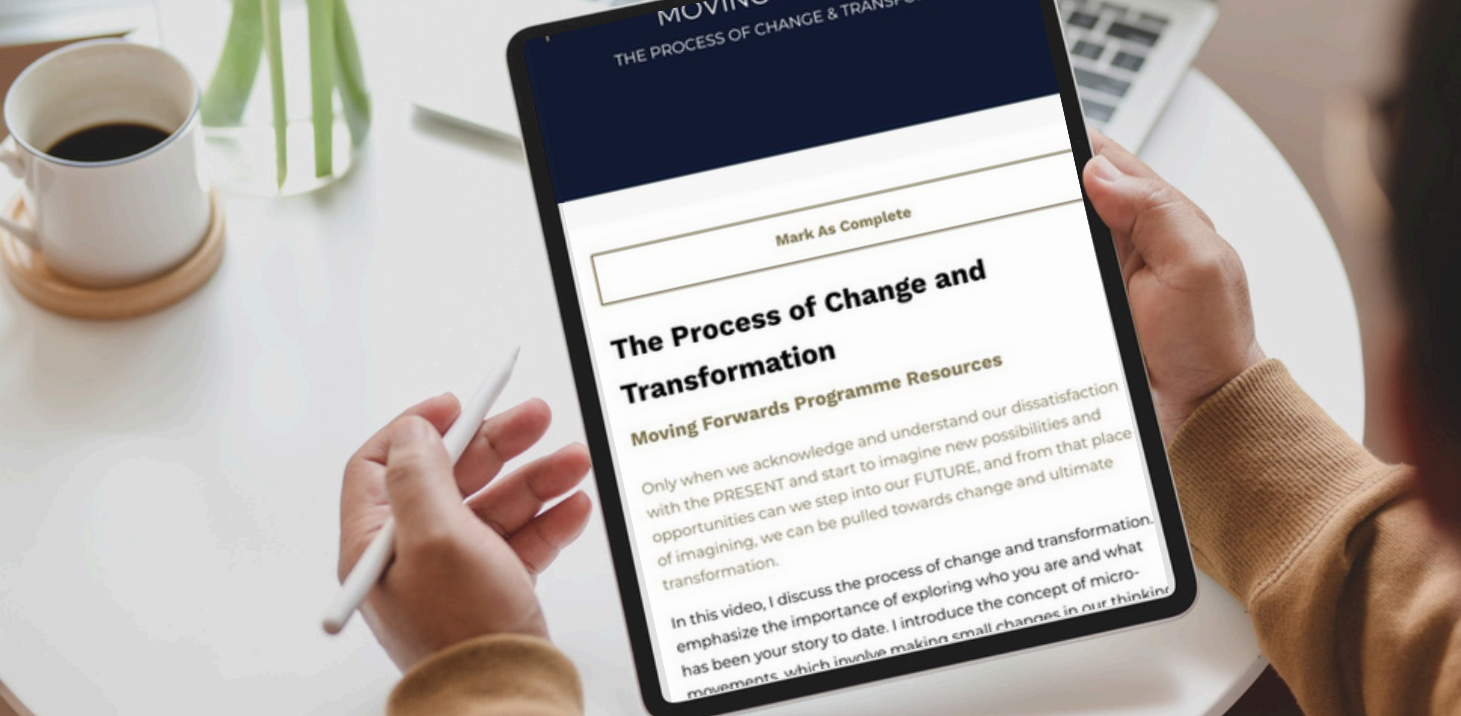
AN INVITATION INTO MY SPACE.

I invite you into my coaching sanctuary crafted for professionals seeking coaching services to elevate their trajectory with a focus on mental and physical well-being, and who know deep-down new ways are needed. I work with you to wake up your brain and unlock its full potential, so you can feel alive to create a personal and professional life that you really want.



As you start to consider the coaching with me, you may become more curious about my background. I've been practising as a psychologist for over 25 years in a range of contexts, such as the NHS, academia, consultancy and private practice.

You probably work in an environment where professionalism, exceptional standards and confidentiality are service qualifiers. You have high expectations of your fellow professionals and should expect the same from your psychologist and coach.



CORE VALUES

Professionalism and **ethical conduct** are at the core of my coaching practice. I uphold the highest standards of confidentiality, respect and integrity. I am committed to sharing psychological knowledge in creative and practical ways, empowering coachees to apply this knowledge to their personal and professional lives effectively.

In addition, I value **transparency**, **empathy** and the power of **meaningful connections**. I strive to put my coachees at ease and pay attention to my business processes to foster a sense of safety and trust. From this place of safety and trust, collaboration is more likely. Together we embark on a journey of self-discovery and empowerment which brings clarity, relief and pace to grow and move forwards.

I am dedicated to helping my clients feel alive at work, empowered and equipped to navigate the complexities of the modern workplace, while achieving their full potential.

I am accredited by the British Association for Behavioural and Cognitive Psychotherapies (BABCP), a member of the Health and Care Professions Council (HCPC) and an Associate Fellow (AFBPsS) of British Psychological Society (BPS). I am a BPS Chartered Coaching Psychologist. I am a Leader Factor accredited Psychological Safety Coach.

Mastering a profession and establishing your personal brand as one of the high performing elite in your field requires investment in staying not just abreast of, but ahead of the trend. To inform my practice, I am actively involved in research, peer reviews, writing and interviews with the general media.

DRCATHERINESYKES.COM





Just as your profession requires you to keep up with new developments, the same is required of me. To maintain my knowledge and thought leadership, I have been involved in research for 20 years, making significant contributions to psychological research and publishing numerous scientific, peer-reviewed research articles.

As well as presenting work at international conferences, I have written books, papers and articles, including a best-selling book on cognitive behavioural therapy (CBT). I served on the editorial board of the Journal of Health Psychology, peer reviewing latest research of my academic and professional contemporaries from 1999 - 2023.

I learnt about the importance of conscious leadership skills early on in my career as a psychologist.

I was tasked with helping a hospital reduce patient pre-operative anxiety, as it was known that lower anxiety levels were a predictor of better post-operative outcomes. The focus of change was on the patients.

However, the more I listened to patients and observed the organisational structure and processes, the more I became convinced that reducing patient anxiety would need leadership and organisational change.

The system played a significant role in patient anxiety. Changes at every level of how the patient moved through the system were needed in order to reduce overall patient anxiety.

This was a difficult message, but thankfully I worked with three courageous leaders who listened to my observations and we worked together to create new collaborative ways that involved bringing together six London hospitals, to change how the patient moved through the system and how teams worked together. It was not easy.

There were leaders who vehemently opposed the changes. There were territorial battles and personality clashes. Driving collaboration whilst resolving conflicts was my daily existence. Eventually, it was worth it to see more inter-organisational collaboration, upskilling of nursing staff, peer training, reduced waiting times, reduced patient anxiety, and overall increased patient and staff satisfaction.



Fast forward, I am now a Chartered Coaching Psychologist working with professionals in the City of London. After 10 years of helping talented professionals in the City recover from burnout and other mental health issues, I saw the same patterns.

The focus of change is often directed at the individual. Whilst individual psychology is very important in creating a resilient, adaptive, high-performing and creative workforce, it is not the full picture. Humans truly flourish in an atmosphere free of fear.

I am extremely passionate about helping professionals who truly want to make changes and create healthy and more productive environments that work for all those who enter into them.

APPOINTMENTS AND PACKAGES

I offer a range of coaching packages. You can choose the number of hours you can commit to and we can discuss how best to use those hours. You can choose online or in-person sessions. Privacy and confidentiality are important values in my business. I organise my in-person diary to avoid the chance of clients meeting in the reception area. Your data and messages are treated with the upmost attention to confidentiality.

CANCELLATION FEE

I do charge a cancellation fee. Full fee is payable if less than five full working days notice is given (Monday - Friday, not including the weekends and bank holidays), whatever the reason.

Accidental double bookings are subject to the same cancellation policy. If you book 2 sessions on the same day but only wanted one, you will be charged for both when one has to be cancelled within 5 working days. Please remember to make a note of your bookings to avoid this happening.

I know that for some people it feels difficult to pay cancellation fees. I'm happy to help you understand this.

Please understand that my cancellation terms have been developed after years of experience and understanding of what is required to operate and maintain a private practice in a Central London location with very busy professionals.

COMMUNICATION

Gemma Adams is my PA and she can be reached by email at appointments@drcatherinesykes.com

Click the icons below to explore our website and social pages.

