

FLY 

D O N ' T W A L K



**LEADERSHIP  
COACHING & TRAINING**

# HOW WE SUPPORT YOU

Most agencies come to us to help stabilise or grow the business. They recognise that people are central to their growth and they want to enable their leaders to empower, motivate and engage teams, to attract and retain talent AND focus on results.



The aim is to develop self-aware, empowered, emotionally intelligent leaders who help teams feel confident, collaborate, take ownership and deliver excellence for clients.

We will help you build:

- High performing, emotionally intelligent leaders who inspire others, listen well and enjoy what they do
- Leaders who are confident in their skills to lead, manage and empower teams
- Leaders who take control and make effective decisions
- Leadership Teams that work well together, who collaborate, support, challenge and develop each other

## WE ARE HUMAN BEINGS, BEING HUMAN

We work through an emotional intelligence lens which is scientific, creative and tangible. It's not fluffy. You get concrete results because people think, feel and behave differently. They know how to build trusting relationships.

Programmes are designed for your specific needs, delivered through:

- **1:1 Leadership Coaching** for higher performance, more clarity, focus and emotional intelligence, clear decision-making and more enjoyment.
- **Our Team Coaching** delivers results-focussed teams with clear goals, vision, clarity, strategic thinking, challenge and collaboration.
- **Leadership and Management Skills**, can include difficult conversations, confidence, communication, delegation, performance management and more.

Our emphasis on enjoyment, creativity, and a coaching approach with tangible outcomes ensures higher engagement and more sustainable change.

Please visit [www.flydontwalk.com](http://www.flydontwalk.com) for more details or view testimonials below



# HAPPY CLIENTS



# ABOUT US

## SHARON BAKER



LEADERSHIP COACH  
& FOUNDER

Sharon is a highly trained, empathic and creative coach, and is in the top 1% of qualified coaches in the UK. She worked with major brands in agencies for many years, her last role being MD. She studied art and then discovered her talents as a coach.

For 10 years, she has coached hundreds of clients from founders and senior leaders to the homeless, in creative agencies and large corporations.

She has 3 degrees: in Psychology, Fine Art and a post graduate in Coaching. With humour, positivity and creativity, Sharon enables her clients to discover their natural inner power, to recognise their true talents, clear their blocks, and become truly authentic leaders.

## LUCY HARE

Lucy Hare is a qualified coach, a coach supervisor, and a coach trainer with one of the UK's top coach training institutions. Her background as a performing musician gives her coaching a creative edge.

Alongside their leadership coaching and training, Lucy and Sharon train professional coaches in online group coaching and CPD sessions. Lucy - a busy bunny - also works as a double bass player, performing at the Proms and backing artists like Stevie Wonder, Grace Jones, Tom Jones and Gary Barlow.

They love using their joint creativity to bring sessions alive and make them concrete so clients can apply learning immediately - often commented on!





# WHAT WE DO

## TO HELP YOU



1:1 LEADERSHIP  
COACHING




GROUP FACILITATION &  
TEAM COACHING



LEADERSHIP AND  
MANAGEMENT SKILLS



COMPANY WIDE  
WORKSHOPS



LIBRARY OF RESOURCES



CREATIVE AND ENJOYABLE  
SESSIONS



COACHES RANKED IN  
THE TOP 1% IN THE UK\*



95% OF CLIENTS SAY  
PERFORMANCE 'GREATLY  
IMPROVES'

\*ALL OUR COACHES HAVE A POST GRADUATE QUALIFICATION AND 500+ COACHING HOURS

# WHICH LEADS TO



**CONFIDENT, INSPIRING, TRUSTED LEADERS**

**IMPROVED PERFORMANCE, MOTIVATION  
AND PRODUCTIVITY**

**HEALTHY CULTURE AND WELLBEING**

**HAPPY AND ENGAGED EMPLOYEES**

**HAPPY CLIENTS AND BUSINESS GROWTH**



# TESTIMONIALS



## ANDREW

CO-OWNER

*“Sharon, thank you for this transformation, you’ve had a massive impact. I’ve got myself back, I’m out of my head. I am grounded and free.”*

I was feeling lost, doubting who I was. I’d lost my purpose and business direction. I have a different perspective now. I am no longer driven mad by my ceaseless self talk and I feel emotionally grounded. As a leader, I can create the space to choose how to respond, which means I can be more supportive, positive and understanding with the team. My communication is clear, honest and authentic. I felt safe to be honest with Sharon. I’ve had many massive shifts in my relationships at work and at home.

**[WATCH VIDEO HERE](#)** (< 3.5 mins)



## TIFFANY

MANAGING DIRECTOR

*“Working with you, has been a complete game changer. You totally get what we do. The support that you gave us has led to better client servicing, more organic growth with clients and a diverse range of new business.”*

It’s been transformational, we are now working more efficiently. We can see the bigger picture. We’ve engendered a culture of feedback across the agency. There’s greater energy in the agency, more buzz and I think we are much more clear and decisive. We have better relationships. I think it’s made us more agile, and we’re bolder about what we can take on as well.

**[WATCH VIDEO HERE](#)** - THE LEADERSHIP TEAM

# TESTIMONIALS



## RUBY

### SENIOR TECH LEADER

*"It's been life changing. I know my worth now. I get the results I need from my team. I have a clear direction for my career. This new way of being can never be taken away"*

Working with you brought out very powerful sides of my leadership. You asked me difficult questions which I loved. Having you as my sparring partner brought in lots of ideas, I now see situations from an entirely different perspective. The coaching has brought me a lot of clarity and courage. It made me very self aware. I now have balance, I'm motivated, my creativity, energy and passion are back, I'm confident, I'm direct. My leadership is more visionary and more strategic.

**[WATCH VIDEO HERE \(< 3 mins\)](#)**



## DARREL

### FOUNDER AND CEO

*"I'm still in amazement of how one meeting with you at a cafe in London could have changed my life so profoundly. The coaching has been a true revelation"*

Sharon helped me get clarity. The fear has gone. Now the business has a bigger vision and purpose. I have confidence now that if I act from my true self - the profit will happen. Because I'm aligned, everyone else is aligned. We've seen tangible financial growth within the business because people now have the confidence to run with things. We're retaining staff because people want to be here. I feel happier than I've ever been in my business and my life.

**[WATCH VIDEO \(< 3 mins\)](#)**



# TESTIMONIALS



**JEN**

**AGENCY LEADER**

*I used to be anxious. I'm now a calmer person and calmer leader. I have the confidence to be the unique leader that I am. It's transformed client relationships into trusting partnerships.*

One of the biggest effects has been with clients. I have the skills to actively listen now, so they open up and we get more business as a result. Projects are smoother.

We have a holistic approach. They see us almost as colleagues which is as good as it gets for me. Colleagues noticed the coaching had an instant effect on how confident I was with the team. The sessions were fun, but more than that, I left every one as if I could take on the world! [WATCH VIDEO HERE](#) (< 3 mins)



**LEE**

**DIRECTOR**

*"I cannot recommend you enough, Sharon. You helped me understand more about my fears, blockers and my goals than I ever thought possible. I have risen quickly, which is all thanks to the self-belief I gained from your coaching."*

Our sessions have always been different, thought-provoking and bespoke. I felt increasingly confident about myself in both a work and social sense. Sharon skills as a coach helped to unlock my performance – she didn't give me the answers, she gave me the tools to build the answers for myself. The rewards have been recognition for higher performance, a higher profile in work and new opportunities.

# TESTIMONIALS



## SARAH

SENIOR LEADER

*"Sharon has a way of developing you so that it is all "your own work". I feel confident and glowing after a session. I've made huge progress - I'm flying on my leadership journey"*

Working with Sharon, I have had a lot of aha moments. I have started to accept myself and how I behave at work and I understand now that I can create new patterns and behaviours. I feel challenged in a good way. I am more creative, my time management is better and have had many more opportunities at work to grow my leadership. I feel so happy and relaxed in her company, and I really like the creativity and science she brings to her coaching.

[WATCH VIDEO HERE \(< 3 mins\)](#)



## REBECCA

SENIOR LEADER

*"My sessions with you have been transformational - I leave each one feeling I can do anything, be anyone, take on anything. I wish I had felt this positive about myself 20 years ago, heaven knows where I'd be now!"*

My whole life changed, the self belief from the coaching enabled me to leave the job I was doing and set up my own business. I've gained perspective, a renewed sense of who I am, what my values are, what I can offer the world and the confidence to deliver it. As a leader I became more relaxed, more authentic, able to be me rather than the sort of leader I thought I should be. I now have an abundance of thinking instead of the scarcity of before.

[WATCH VIDEO HERE \(< 3 mins\)](#)

# TESTIMONIALS



## NATALIE

### BOARD DIRECTOR

***"Sharon, thank you so much for this transformation. I now know I am worthy of my place at the table and I feel empowered!"***

I started coaching with Sharon when I was promoted to the board, because I couldn't find my voice. I felt inauthentic at work. My leadership presence has changed so much - not only do I turn up at work able to be my real self and say what I think, but I feel confident to be challenged and challenging. That shows up in taking more control - I am a much stronger leader. I respond in new ways rather than with old patterns. Sharon is generous and compassionate and is an expert at what she does.

**[WATCH VIDEO HERE](#) (< 3.5 mins)**



## ALISTAIR

### CEO

***"Sharon kickstarted my professional development. I came to her low in motivation and confidence. With her help my leadership excelled and I founded my own company"***

Early on when I saw Sharon, I had some immediate tangible shifts, like creating sales of £250,000 after only our second session. She enabled me to see what I was capable of. Even more than that, she helped me build my self belief to the extent that I was able to grow into my own CEO. I am so grateful for that. It's changed the way I see myself.



# TESTIMONIALS



## ROSE

### BUSINESS OWNER

***“It’s been life changing. I am more confident about leading my business and I’ve found clarity. I’ve broken through imposter syndrome and I’m back to being truly me. Working on my skills, values and strengths means I compare myself less to others and I accept myself more.”***

A big win for me has been understanding the effect of my mind on my body. I have overcome the negative thoughts that held me back. I have the clarity to move forward with structure and goals and know what I really want to do. I was questioning and worrying, which I’m not anymore. I have found the courage to accept myself. Sharon brings a safe space without judgement. [WATCH VIDEO HERE](#)



## RAHKEE

### BRAND DIRECTOR

***“I feel like I finally belong at the table. I was expecting to become a more confident leader at work but I didn’t expect for the coaching to generally make me feel alive again.”***

The coaching has helped me find ‘me’ again – over the six months, Sharon’s gentle yet firm exploratory style has helped me to develop very useful strategies that I have applied easily in work situations to build up my self worth, grow my confidence and improve my communication skills. It’s a brilliant period of self discovery. My confidence went from a 3 to an 8. It’s lovely to be back and everyone has noticed – I am stronger, more assertive. I genuinely believe that this awakening wouldn’t have happened without Sharon.



# TESTIMONIALS



## TARIN

MANAGING DIRECTOR

*“Our collaboration with Sharon and Lucy has transformed our team and had a really positive impact on the whole company.”*

Sharon worked with us on a leadership programme, delivering skills training, team coaching and 1:1 coaching. The leadership team have an increased confidence and ability to challenge and tackle difficult situations head on. Sharon has been brilliant, incredibly insightful and we've got such huge value from her work.



## WILL

CO-FOUNDER

*“The Psychological Safety Programme was brilliant for the team. We thoroughly enjoyed it. It was creative, insightful and has given us a real boost*

Sharon worked with us to help us embed more psychological safety into the agency. We were attracted by the emphasis on emotional intelligence and building trusting relationships. It encouraged a sense of introspection and sparked the team having an interest in each other. It's brought in a new dynamic of openness and a different perspective on how we relate to each other.

# TESTIMONIALS



## NICOLA

COMMS LEADER

*The team sessions have been excellent. They were creative and fun which put everyone at ease. They provoked great conversation, were tailored to our individual needs and are genuinely outcome focussed.*

Sharon and Lucy took time to get underneath our needs before the sessions began. They provoked some great conversations. It allowed issues to surface which would otherwise have been avoided. The time to think is so important I realised!



## ANGELA

BOARD MEMBER

*A big thank you for a fabulous session! Really fun and thought provoking, and just what we needed.....*

*I've worked at a lot of agencies who run creativity workshops and in all honesty today's was one of the most useful, fun, practical and well run that I have attended anywhere.*



**PEOPLE ARE HUMAN BEINGS... BEING HUMAN.**  
We want everyone to bring their whole selves to work, to help each other do their best, from the board to the switchboard

## PROMOTING GROWTH WITH

**INTEGRITY**

**CREATIVITY**

**EMPATHY**

**FUN**

**SHARON BAKER, FLY DON'T WALK**  
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