



**White Duck**  
coaching company

White Duck Coaching Company

t 07979 547667

e [info@white-duck.co.uk](mailto:info@white-duck.co.uk)

w [www.white-duck.co.uk](http://www.white-duck.co.uk)

## **Janet Rutherford**

Director, White Duck Coaching Company

I am an experienced senior manager who loves supporting and developing people. I have been head of a 4,500 strong people-focused organisation, and a Director of a national lobbying body working with ministers, civil servants and key opinion-formers. Coaching has proved to be a natural progression for me.



My approach is to work alongside my client to help him or her manage their situation (typically a major business change) by challenging, probing and supporting them as someone “on their side”.

The consistently excellent feedback from my clients has particularly highlighted my calm and thoughtful manner, my listening skills and perceptive feedback.

I work best with people who are in transition and who need someone to work through the change process with them. This has ranged from acting as a sounding board for chief executives/directors developing new directions for their organisations, to people who are newly promoted, having their first taste of life at senior level. I have also helped people who have been demoted and those who are contemplating life outside the organisation.

I have coached people who are experiencing difficulties in relationships with their bosses or direct reports. I use my lobbying experience and management training to help on issues like influencing skills and organisational politics.

I hold an Economics degree, an MBA, a Diploma in Marketing and a Certificate in Coaching. I am a full member of the Association for Coaching.

I can be contacted at [info@white-duck.co.uk](mailto:info@white-duck.co.uk) or phone 07979 547667.