

## Divesitas - About Us Q&A

---

### **Name**

Sue Daniels

### **Occupation/s**

Director, Career Coach, Facilitator, Career Development course designer

### **What do people think you do?**

I have never had easy to understand careers! In my first career as an Investment Manager in an Insurance company some people thought that I collected insurance premiums. In my current role people think that I do recruitment or write a resume for a job seeker.

### **What do you actually do?**

I create career development strategies and programs and lead a team to deliver the programs too. This may involve researching employability skills, career pathways and researching company and industry trends for hiring and career development program strategies. My coaching career has largely been spent in the outplacement industry and business school environment (Melbourne Business School and London Business School) in the UK and Australia, where I have been part of a team delivering small to large scale change programs and assisted employees from all areas of a business (or not for profit) to transition to new roles internally and externally.

My style is to empower my clients by helping them learn techniques to successfully manage their own career and help them identify their authentic self. I use coaching sessions as a chance to review my client's progress in their career endeavours, as well teach career management skills. This may also involve mentoring clients to set up their own businesses and working in industries experiencing large paradigm shifts, such as the automotive, financial services or manufacturing. My clients are diverse in experience and profession and I have worked with people from all over the world.

The world of psychology, HR practice and global hiring trends is always changing. I use a variety of methods to keep up to date on the latest trends and thinking in career practice and learning and development I am prolific reader of books, blogs, research and articles. I enjoy watching 'TED talk'/'you tube' videos to review ideas for my next program or workshop. My network in the coaching industry is built by attending conferences and many a coffee 'catch up' with a diverse range of specialists from writing skills, presentation skills, coaches and subject matter experts.

Having a first career in a business role and settling up my own businesses helps me to understand the world of my clients. I use my networking and investment research skills alongside my understanding of leading a team, having P&L responsibility and corporate life to help my clients find the right fit role and cultural fit.

**What is your best story to come from coaching?**

I like to think that every story is a great one! One that comes to mind is a client who was stuck in the wrong job. She was a lawyer who started in family law and did not like the environment. After moving into recruitment and not liking that culture too, she felt lost and disillusioned.

My client completed some exercises and assessments on 'self awareness topics', and in four coaching sessions we identified that my client is a change agent and a strong advocate of justice. So, I suggested that she needed to be in a senior role in government or the judicial system for her to influence best practice. She had never seen herself as a leader.

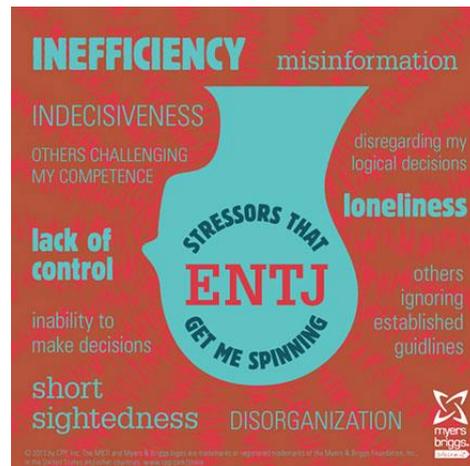
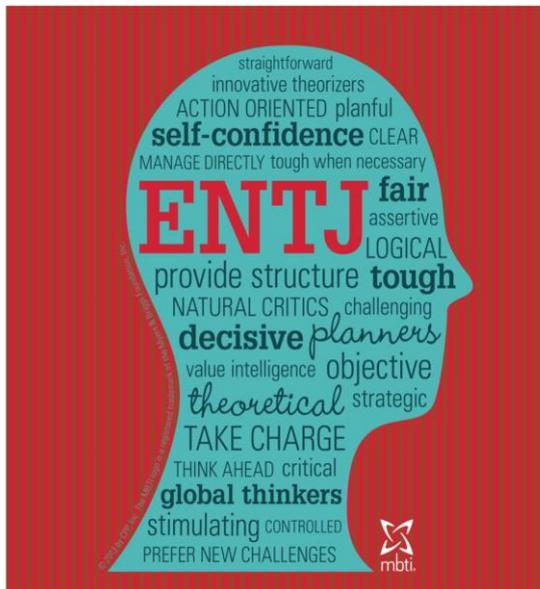
Since then, after about five years in a government department reviewing and implementing new policies, my client is now training to become a judge. She loves her new career direction and feels that she is in the right place for her too.

**What gave you the idea for Diversitas?**

Over the last few years Kelly and I have been talking about the challenges our clients (individuals and organisations) face in regard to creating happy work environment and effective employees. We have identified that there are many great techniques being sold to corporate and individuals on offer that will fix some of the problems in employee engagement, skills gaps, teamwork, leadership and recruitment. However, there are not many taking a holistic approach based on needs analysis and then creating a collaborative approach between all parties in the organisation to implement change. We are also aware that so many employees have to job search (both internally and externally) and they have never been taught any of the career management techniques until they leave an organisation as part of an outplacement program.

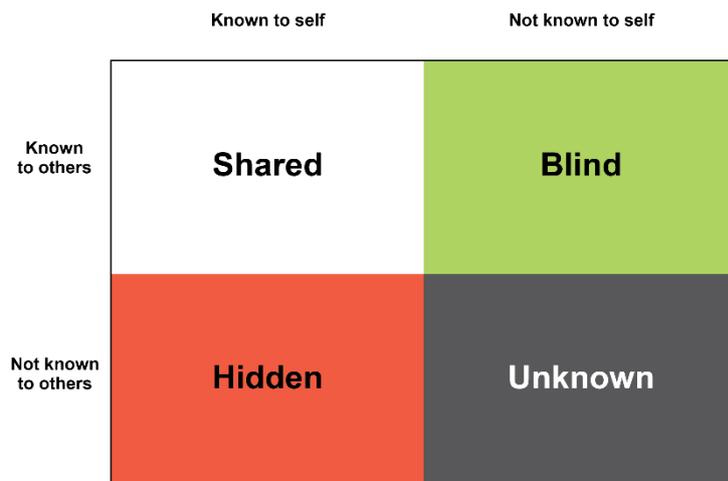
**What is your MBTI® Type?**

I am an ENTJ and I love leading innovative strategic projects and working with people.



Source: OPP.com

**Borrowing from the Johari Window, can you share a bit of your ‘hidden self’?**



People sometime label me as detailed but I actually very systematic and approach details as a process to create the big picture. Whilst I am very career focussed and business minded I

love to relax by knitting, working on my craft projects and watching films or going to the theatre. I run a small greeting cards business as an outlet from my coaching world.

**If you could have a drink with anyone, who would it be?**

I would love to meet the Dalai Lama and talk to him about how he maintains his positive demeanour and keen insights on people, no matter what life brings. I saw him speak at a conference a few years ago and the room of 3,000 people were captivated. There was also an amazing feeling of serenity in the theatre too.

**What projects are you working on?**

Along with Kelly, my colleague, I am creating a business that will offer career development programs for individuals and consulting to organisations on developing their employee development programs to embrace diversity.

**What is the last thing that made you happy?**

My father recently turned the ripe age of 90. I made and decorated a cake with a soccer theme and decorated the room at our friend's café overlooking a golf course. We had a lovely afternoon for 38 people of all ages. We were lucky to have a three-piece jazz band for the occasion and Dad, being a traditional jazz fanatic, was in his element. He became the fourth member of the band as the guest singer!

**Write the cover of your autobiography**

An innovator that left a lasting impression and build a global network.