



# Justine Katherine Askew

She / Her

Justine is passionate about empowering leaders to maximise their potential, professionally and personally, and create more fulfilling and purposeful lives in alignment with their true values. Through coaching, training and mentorship, Justine supports organizations in developing leaders as coaches, creating a culture of inspiring and thriving leaders and teams.

Prior to transitioning into coaching, Justine spent over 25 years in marketing and communications. Her business experience blended with her coaching skills have led her to partnering with individuals from first-time managers and senior leaders to business owners and entrepreneurs.

Justine's approach is open, calm, curious, considered and intuitive. From working on her own personal development and supporting clients with theirs, Justine has learned that if we have the desire and are willing to put in the work, we can make our lives better. She is committed to helping leaders become coaches, supporting them on a journey of self-discovery and making the world of work a better place.

Justine is a Professional Certified Coach (PCC), Positive Intelligence Mental Fitness Coach, educator, mentor and Psychotherapeutic Counsellor in training. She is also part of a mentor network dedicated to supporting young people from lower socio-economic backgrounds.



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## I'm Committed To

Helping you fulfil your potential, in alignment with your true values.

## What Holds Me Back

### from Being at My Best

1. Overthinking
2. Perfectionist tendencies
3. Not being heard
4. Feeling rushed

## I Work Best When

1. I have time and quiet space to reflect and consider (but not too much!!)
2. Conversations are rich, honest and collaborative
3. I can be myself

## My Favorite Quote

"If you change the way you look at things, the things you look at change."

- Wayne Dyer

## 5 Words To Describe Me

Curious, sensitive, empathetic, compassionate, organised.

## Do's And Don'ts

### for Communicating with Me

1. Do be direct, with kindness
2. Do say what you really mean
3. Do be open to considering different perspectives
4. Don't be afraid to ask

## My Ideal Day Involves

Deep conversations, a good book, sunshine, music and relaxing with my babies of the furry variety.

## What Makes Me Smile

All of the above, plus tranquil environments, considerate people, experiencing the depth of authentic relationships.