

EXECUTIVE COACH PROFILE



Martin Oduor-Otieno, CBS, PCC
Business Advisor and Executive Coach

WHAT COACHING MEANS TO ME

"I facilitate clients to unlock their full potential"

BACKGROUND AND PROFESSIONAL EXPERIENCE

Martin is an Executive Coach and independent senior business advisor. He led KCB Bank Group as CEO and board member during a period of rapid transformation and growth; he has worked in senior leadership roles at Barclays Bank in Kenya and South Africa and has been a Partner in the professional services firm, Deloitte, leading their Financial Services Industry practice. Martin has also worked in the public service as Permanent Secretary in the Ministry of Finance/Treasury, Government of Kenya. He serves on a number of blue chip company boards as non executive director. As a business leader he has attained in-depth experience in people issues in both the public and private sectors, spanning a period of close to 40 years across Eastern and Southern Africa. Martin has also been involved in facilitating board effectiveness training, board evaluation, governance audits and leadership development workshops. He is also regularly invited as a public speaker in forums with diverse audiences.

Martin is passionate about coaching and mentoring people in leadership positions and inspiring them to unlock their full potential. He works with individuals and Teams/Groups.

His coaching clients comprise people in C-Suite positions and are spread across private and public sector institutions as well as Non-Governmental Organizations.

AREAS OF EXPERTISE

- o Executive Coaching & Mentorship
- o Governance & Board Practice
- o Culture & Change Management
- o Strategy & Business Advisory
- o Leadership & Communication

COACHING STYLE

Martin's coaching model has evolved over the years, initially from the popular GROW model to a fusion of this and Solutions focused model. He uses this to help clients clarify their goals, assess the reality of the situation, develop options and reach commitment on the actions to achieve the set goals. He promotes client accountability and seeks feedback on the effectiveness of the coaching program.

The impact of his coaching is measured based on achievement of specific goals set by the client at the beginning of the coaching contract. Progress is evaluated on an ongoing basis during the duration of the contract.

COACHING CREDENTIALS

Academy of Executive Coaching (AoEC), UK, 2016

Practitioner Diploma in Executive Coaching

International Systemic Team Coaching Certificate, 2015

International Coach Federation (ICF), 2018

Associate Certified Coach (ACC) credential

Professional Certified Coach (PCC) credential 2021

KAISER Leadership Solution, 2017

Leadership Versatility Index Certification

Hogan Assessment Systems Inc., 2018

Hogan Assessment Certification – HPI, HDS, MVPI

EDUCATIONAL QUALIFICATIONS

KCA University, 2011

Doctor of Business Leadership (Honoris Causa)

ESAMI/Maastricht Business School, 2003

Executive MBA

University of Nairobi, 1979

B. Com (Hons) Accounting

Harvard Business School, Boston, 2007

Advanced Management Program 173

Professional qualifications

Fellow of the Institute of Certified Public Accountants of Kenya, FCPA (K)

Fellow of the Institute of Certified Public Secretaries of Kenya, CPS (K)

Fellow of the Institute of Directors Kenya

Fellow of the Kenya Institute of Bankers, FKIB

Accredited Governance Auditor

CONTACTS

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