

## EXECUTIVE COACH PROFILE



**Name: George Muya Nuthu, PCC**

Leadership Development Coach & Consultant

### WHAT COACHING MEANS TO ME

*"Inspiring leaders to discover their potential, draw out their passion, develop their proficiency, and demonstrate high performance."*

### BACKGROUND AND PROFESSIONAL EXPERIENCE

George Nuthu, a Leadership Development Coach and Consultant has made significant contributions to systemic transformation within the food system as the Systems Leadership Coach at the African Food Fellowship. His involvement with the FORD Global Fellowship Program has been instrumental in advancing social justice through coaching methodologies that enhance leadership capabilities globally. George has also volunteered for impactful initiatives like the Ignite Project of the International Coach Federation and EthicalCoach, offering innovative coaching solutions to NGO leaders in Ethiopia for leadership enhancement and transformative change.

With experience coaching over 500 trainees worldwide, George has proven his influence and versatility in the coaching field. His work includes personalized coaching for C-suite executives and senior managers, focusing on leadership competencies across diverse cultures. George has emphasized performance optimization and leadership effectiveness with measurable outcomes through his consultancy with B&G Consultants Limited and his role as an Executive Coach.

Additionally, George's positions as a Value Added Associate for TTI Success Insight and past Executive Pastor at the International Christian Centre, Nairobi, demonstrate his commitment to team collaboration and holistic development. His career is distinguished by his ability to empower individuals and promote sustainable growth, showcasing his exceptional leadership coaching and transformative change skills, including coaching key figures in Kenya's political and financial sectors.

### AREAS OF EXPERTISE

- o Leadership Development Coaching & Consulting
- o Career Transition Coaching
- o Team & Group Coaching
- o Coach Education
- o Professional Analysis & Assessments
- o Storytelling through Podcasting

### COACHING STYLE

The I-Coaching Model, crafted by George, begins by setting a welcoming atmosphere where clients share their goals and desired outcomes. George then encourages clients to envision their ideal future during the Idealization phase. In Identification, clients pinpoint priorities and plan to realize their dreams with George's guidance. The Investigation phase addresses potential challenges, while the Innovation stage develops personalized strategies. Implementation involves creating a detailed action plan with SMART goals. Lastly, Introspection ensures ongoing progress review, plan adjustments, and learning from challenges, celebrating successes along the coaching journey with George and fostering continuous growth and achievement.

### COACHING CREDENTIALS

#### **Lifeforming Leadership Coaching, USA 2010**

Certificate in Leadership Coaching

#### **Academy of Executive Coaching (AoEC), UK, 2013**

Certificate in Executive Coaching

#### **CDI-Africa Coaching Group, Kenya**

Certified Organizational Effectiveness Coach 2015

Certified Group & Team Coach 2018

#### **International Coach Federation (ICF), USA**

Associate Certified Coach (ACC) credential 2015

Professional Certified Coach (PCC) credential 2018

#### **Symbiosis Coaching India & USA**

Certified NLP Coach Practitioner, 2016

#### **TTI Success Insights, USA**

Certified Professional Behavioral Analyst 2017

Certified Professional Driving Forces Analyst 2017

Certified Professional EQ Analyst 2017

### EDUCATIONAL QUALIFICATIONS

#### **Osmania University, India**

Bachelor of Commerce, 1989

#### **Aligarh Muslim University, India**

Bachelor of Laws, 1992

#### **Global University, USA**

Bachelor of Bible & Theology 2005

#### **Global University, USA**

Masters in Christian Leadership 2009

### PROFESSIONAL QUALIFICATIONS

#### **Kenya School of Law, Kenya**

Post-Graduate Diploma in Law, 1994

### CONTACTS

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