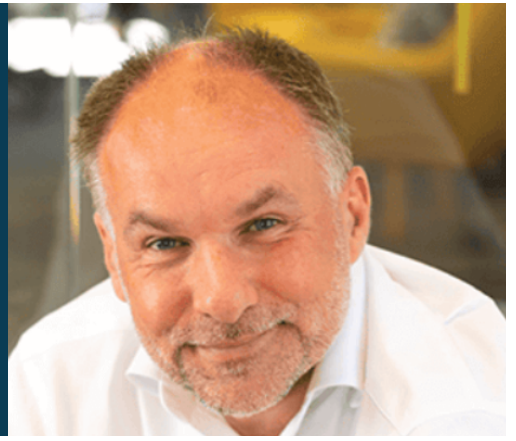


# Trayton Vance

Coaching  
Focus  
Group



## Meet Trayton

Trayton is a seasoned executive coach and facilitator who has worked with an extensive portfolio of clients and C-suite leaders. As a highly experienced coach, Trayton has spent the last 25 years with leaders within all 3 sectors around individual, team, and organisational performance.

With extensive executive coaching and consulting experience across several global organisations, Trayton provides a pragmatic and solution-focused approach to the clients he works with.

## Coaching Style & Expertise

His pragmatic and common sense approach, combined with a clear and straight-forward approach, enables him to achieve solid results quickly. In addition, Trayton advises senior HR and L&D professionals on the strategic and organisational elements of coaching to ensure coaching initiatives are focused, effectively managed, and evaluated to ensure a clear ROI.

Trayton has worked extensively across various sectors, including banking, financial services, local government, NHS, retail, hospitality, and charity. Typical examples of Trayton's executive coaching work include working with executives to...

- Understand and re-evaluate their leadership approach
- Achieve challenging performance stretch targets
- Gain insight into personal behaviour to achieve change

## Qualifications/ Accreditations

- MBA programme - Bath University
- Insights discovery indicator - Accredited practitioner
- Emotional Quotient Inventory (EQI) - Accredited practitioner
- Belbin - team roles - accredited practitioner
- De Bano's 6 thinking hats - Trained
- Solution-focused coach
- EMCC practitioner level professional coach

- Development programmes
- Performance management
- Recruitment
- Organisation design and development

## Testimonials

*'I am incredibly grateful for the executive coaching I received from Trayton. which has been a game-changer for my professional life. Trayton's targeted guidance helped me navigate challenges, refine my leadership skills, and make more informed decisions. This journey not only boosted my confidence at work but also positively impacted my overall well-being. I wholeheartedly recommend coaching from Trayton to anyone seeking to elevate their career and unlock their full potential'* **Executive in FMCG**

*'I highly recommend Trayton for coaching. He skilfully created a comfortable and safe space for self-reflection, making the coaching experience not only insightful but also incredibly enjoyable. His approach is both supportive and transformative'* **Director in hospitality**

*'Trayton has a unique ability to pinpoint strengths, providing actionable strategies to apply them in my professional life. Working with him has been brilliant, and I am grateful for the valuable skills and confidence he has empowered me with. If you're looking for a coach who truly understands how to harness strengths for success, Trayton is the one'* **Head of HR in the public sector**