

# CHARLEY SWORDS

*“People, and how they are treated and developed, will determine success at all levels in an organisation.”*



## CHARLEY SWORDS

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*Transforming leaders and leadership teams to unleash their absolute potential and that of their people to ensure greater inclusivity, alignment, team work, employee engagement and growth.*

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A respected international leadership, strategy and career mentor; business consultant, trainer, speaker and author. Charley works with individuals and organisations globally, facilitating transformative people-led leadership, strategic change and significant career transitioning.

After 18 years in a leading Irish commercial bank, Charley Swords Consultancy was set up in 1997 and since then Charley has worked privately and as a sub-contractor, in over 30 countries.

She is also part-time associate lecturer in Frankfurt School of Finance and Management in the areas of Executive Education and International Advisory Services, specialising in the areas of leadership, strategy, employee engagement, customer experience and communications training and mentoring.

***Charley helps individuals, healthcare professionals and corporates to manage the overwhelm and to move forward with confidence.***

In her work Charley helps people at all levels including C-Suite and BoDs, to navigate complex and dynamic business and work environments and challenging people. She empowers people to step outside their own thinking, to grow exponentially in confidence and to build significant self-awareness while navigating their individual career paths. Having mastered this, they are then better equipped to lead their teams with impact, resulting in greater engagement, teamwork and significant business growth.

In her unique approach and style, she listens deeply, probes gently yet astutely and offers a fresh perspective and transformative solutions in strategic thinking and modern people-led leadership.

Charley is a master communicator; diversity and inclusion mentor; impactful leadership and strategy expert who delivers tailored solutions to meet her client's unique needs and goals.

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## Services

*Charley works with individuals and organisations who are committed to mastering a modern leadership style, reflective of the dynamic world of work with a diverse and multi-generational workforce.*

*She provides consulting, training and mentoring solutions that are **understandable, relatable and implementable.***

## Leadership Development

Executive Teams have a shared understanding of their vision, mission and corporate values yet they acknowledge this understanding is not always fully aligned at their level, and certainly not by their leadership teams.

This lack of alignment at executive level, cascades down to lack of clarity, commitment, accountability and trust to all employees. It leads to a culture of poor corporate governance, gender imbalance at leadership levels, poor DEI practices and a culture of overwhelm, stress and burnout. All of which impact on client relationships and the bottom line.

Leadership teams require conscious development to become lateral, high-performing teams with a collective strategic focus. Charley facilitates leaders individually and as a team, to step outside their current thinking and objectively assess their current reality. From understanding their leadership style, to honestly appraising their corporate governance and commitment to their people.

To determining their true commitment to the organisation and their willingness to change their thinking, behaviour and communication style to achieve the stated vision, mission, values, culture and outcomes.

**This begins with mastering your self-leadership in order to lead your teams with authenticity, empathy and impact.**



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## Services

### Strategic Positioning and Implementation

How well your company stands out from the competition may well be clearly defined in your strategic plan. Achieving your desired position depends on how well your strategy is implemented, and this remains the greatest challenge facing organisations worldwide. Parts of your strategy can be realised or exceeded, but the entire strategy?

Charley leads interactive workshops with Boards of Directors, Executive Teams and Leaders to dive deep and 'interrogate' their vision, mission and corporate values to ensure absolute clarity and collective commitment. Then the strategy is reviewed to identify the key areas of mis-alignment – the single biggest cause of poor implementation. Based on this, plans are put in place to re-align the functional strategies to support the core strategic objectives and to ultimately close the strategy to performance gap.

### Career Transformation

A huge shift in career planning is underway worldwide, particularly since the pandemic which sparked 'The Great Resignation' and the evolving of hybrid working, not to mention the pace of AI interventions. Added to this the significant scarcity of people to fill roles, despite the mass movement of people globally and the new term about people 'swimming in a sea of stress'.

Whether you are moving up the ladder in your current organisation; leaving to start either afresh in a new organisation or to start your own business or if you are navigating new roles at C-Suite level, Charley provides a safe space to take stock of where you are at.

She guides you in determining why you are really changing career direction; she guides you in navigating the higher more challenging situations and people; she helps you sharpen your thinking about your value, successes to date and what you bring to a new organisation and she brings a very different and much broader perspective to your thinking about your future life.

Additionally, when it comes to doing those all-important interviews, she prepares you to self-advocate in a stronger and more descriptive way, to do yourself absolute justice.



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## YouTube and Podcast Channels

### You Tube Channel

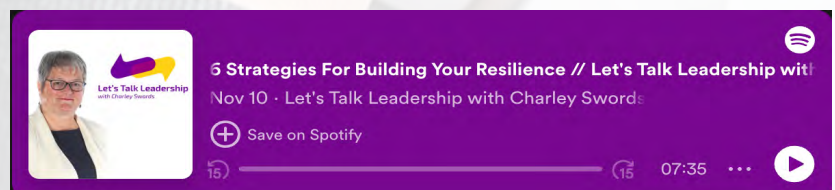
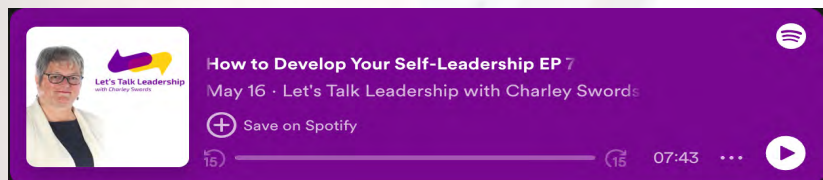
Charley’s conversations with local and global thought leaders are all centred around people and cover topics such as overcoming our limiting beliefs, managing burnout in the workplace and in ourselves, improving employee engagement – to name but a few. Additionally, you will see some of Charley’s videos and interviews on key leadership topics.



### Let’s Talk Leadership Podcast

The **Let’s Talk Leadership Podcast** is hosted by Charley and covers topics such as building your resilience, assertiveness, mastering your self-leadership and many more – all focused on self-led learning and offering many tips and techniques.

Podcast available on all leading Podcast Providers.



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## What Her Clients Say

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Please see below for a wide range of testimonials and recommendations from a cross section of Corporate Executives, Business Owner and Entrepreneurs about Charley's Leadership coaching and training sessions.

### Healthcare

Charley's leadership strategies are outstanding. Her ability to guide individuals towards more effective leadership is unparalleled.

Her insights into leadership styles, communication techniques and team dynamics have had a transformative impact on my life. Charley tailored her strategies towards my unique needs and goals ensuring that my leadership skills were significantly refined.

**MV – CNM2**

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The team communication training and subsequent brainstorming workshop was very beneficial, although tough, for our team. It highlighted areas of improvement which were needed, such as communication between colleagues as well as communication with management. Since this training we have made many changes, for the good, within our team and we are already seeing the benefit of this.

Personally, as a result of my mentoring, I have found a big positive difference in the team and how they are behaving. The tools Charley taught me have really helped me through this. There have been a few issues that previously I didn't know how to handle but now I am way more confident and assertive and seldom second guess myself. This relates to both the team and my superiors.

**AC – CNM1**

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Charley was there for me, not for herself! She listened between the lines, while speaking to me intuitively, practically and non-academically.

Her patience, listening skills, her vast experience and conversational skills played a big part in me moving out of the dark place I was in to have more confidence to believe in myself and my potential.

**HB – CNM1**



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## What Her Clients Say

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### Individuals

I always feel heard, seen and acknowledged by Charley and my concerns are her concerns. She gives thoughtful advice and courageously helps me see what I am avoiding or not seeing.

Charley does this with kindness and is shrewd in her business advice and sensibilities.

**BA-Legal and Policy Advisor**

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Charley's **Master Your Self-Leadership Programme** helped me move from a place of significant self-doubt where I had forgotten who I truly am, my purpose in life, my achievements and successes to date and more importantly, how much more I want to live boldly. The modular exercises were very thought provoking and sometimes challenging. Charley provided a very safe space to open up, her encouragement and clever questioning helped enormously to change my mindset and to live a more confident and positive life.

**JL – Manager, Fin Services**

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I feel heard and respected by Charley, as she has great compassion and consideration for people.

She is the essence of ethical, she brings both her head and her heart to the discussion and Charley focuses on empowering me to change my thinking, resulting in sustained changed behaviours.

**MOR - Coach**

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### Corporate

I find Charley's ability to hone into the concern or topic is exceptional. She can see elements that I was not aware of and resolving these empowered me to grow. Her careful wording is encouraging and I very much appreciate Charley.

**CD – CEO**

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Charley has a knack for identifying the critical path to success for any assignment.

**J.S. – President**



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## Companies and Organisations

Charley has consulted, trained and mentored in these and many other organisations, globally.



## Charley's Contact Details

Get in contact with Charley to see how she can support you, your leadership team and your organisation today.

Email: [charley@charleyswords.com](mailto:charley@charleyswords.com) [www.charleyswords.com](http://www.charleyswords.com) Mobile: +353 87 2368992

## Social Media Links

Connect with Charley across all of her Social Media Platforms

[@charleyswords](#) [@charleyswords](#) [@charleyswords](#) [@charleyswords](#)

## Podcast: Let's Talk Leadership

[Listen on Spotify](#) [Let's Talk Leadership Podcast](#)

## Subscribe to Charley's Newsletter



For tips and techniques on leadership, managing multi-cultural teams, leading high-performing teams, managing stress plus new offers and events. <https://charleyswords.com/sign-up-page/>

