



Heidi Gutekunst: Developmental Leadership Coach and Facilitator

I have been coaching and mentoring people to become excellent at what they are passionate about since I was 15 years old. In my teens it was horseback riding, working weekly with almost 20 adults and children, later it was project management and customer relations and in the last few years leadership and organisational development and transformation. My longest coaching relationship has continued over 20 years.

I am an international facilitator, leadership coach and consultant working mainly with well performing organisations facing a major change or transformation. I work with some clients on a journey towards self-organising (Teal). I hold individual, relational and systemic perspectives as I work with organisations.

For me, coaching means creating a space where transformation can happen. Creating a safe space, where the person(s) I work with gets a possibility to express and explore on a deep level, see oneself and one's patterns and behaviours from different perspectives and tap into the individual's emergent stages of development. I love the process of coaching and working closely with people alongside their career and life journey. My intention is for people to experience me as committed, confident and enthusiastic about the power and potential of the process. People say they see me as very present, intuitive, honest and listening attentively to them, bringing an understanding of the work they do and the organisations and systems of which they are a part.

I assume most people could do the development work themselves and coaching gives the time, space, attention and discipline to reach one's goals. I give honest feedback and I'm not afraid to be challenging, to work with feelings or difficult circumstances. I can be practical and will offer advice, if it's appropriate and invited, and suggestions for reading and for practice as required by the issues we are discussing.

My approach to coaching:

My approach is a distinctive approach to transformational coaching, grounded in Action Inquiry and the GLP. What that means in practice is a focus on transforming leadership performance through:

- Heightening awareness and generating a deep understanding of the coachee's Action Logic – the sense-making frame that underpins a person's current level of performance
- Having a rigorous understanding of the coachee's potential to develop beyond their current Action Logic frame and the steps required to support their further development
- Creating multiple ways of seeing complex challenges that coachees face and then developing a range of skills and responses appropriate to dealing with complexity
- Reframing problems and providing radical, innovative, approaches to finding solutions
- Integrating a systems perspective to working with individuals and supporting the coachee in fully embracing their integral role as change leaders.



I am a co-founder and CEO of Amara Collaboration www.amara.fi, an Action Inquiry Fellow see: <http://www.williamrtorbert.com/about-bill-torbert/collaborative-developmental-action-inquiry-cdai-fellowship/> and have been part of the team for certifying people to use the GLP (Global Leadership Profile) in their coaching.

Background career

I have a M.Sc. (Econ.) from Hanken School of Economics. Most of my career I have been working in IT and communication in leading positions. I worked in the “new media” industry at Icon Medialab throughout the millennial IT-bubble in various positions and rapidly changing environment. I spent four years in a Nokia-spinoff company, Indagon, developing forerunning real-time positioning technology and the last 10 years prior to co-founding Amara Collaboration, I worked in advertising and digital agencies of which the last three years as a CEO. For six years I worked with Business Intelligence and Account Direction with large accounts in hasan&partners, an internationally recognised and awarded Finnish advertising agency. The last three years in the communication industry I served as CEO for a digital advertising agency, Citat (now called Ottoboni). During my time as a CEO the company went through a transformation with results in financial performance, employee satisfaction, conquering new offerings, turning customers into accounts and winning both national and international awards for the first time in years.

Past and current clients: I have worked with everything from big corporations to start-ups, but mostly with midsize to large companies in Finland and internationally. Some of the clients I have worked with over the years: Nokia (IT), The City of Helsinki, Fazer (bakery), Takeda (pharma), Borenus (law), Debora (health care), Suoment Tilaajavastuu (IT), Kärkimedia (media broker) L'Oréal, Kiosked (platform) and Vepsäläinen (interior design).

Publications

Street Smart Awareness and Inquiry-in-Action, co-authoring with Jane Allen, being published in November 2017

What has Eros/Power got to do with Teal Organising?

<http://integralleadershipreview.com/author/heidi-gutekunst-hilary-bradbury-and-dana-carman/>

References may be provided on request, heidi@amara.fi