



Coach  
ADVANCEMENT  
BY TRACY SINCLAIR



Tracy Sinclair

Tracy Sinclair is a coaching specialist dedicated to the development of the coaching profession and community. She is co-founder and CEO of [Coach Advancement by Tracy Sinclair](#), offering a wide range of coaching education programmes and services for professional coaches and organisations building coaching culture. A Master Certified Coach (MCC) with the International Coaching Federation (ICF), she was one of the Leading Global Coaches winners of the [Thinkers50 Marshall Goldsmith Coaching Awards of 2019 and 2021](#) and a finalist for the [Thinkers50 Coaching and Mentoring Award in 2021](#). She is also a member of the Marshall Goldsmith 100Coaches and a trained coaching supervisor, mentor coach and ICF assessor.

Her work coaching, teaching, mentoring, supervising, assessing and consulting is all in service of using coaching as a resource for human development. As a volunteer for the ICF since 2012, she has held several leadership positions on both UK and Global ICF boards, committees and task forces. She co-authored the 2020 book [Becoming a Coach: The Essential ICF Guide](#) – a comprehensive text for coaches of all levels that covers the psychology of coaching and the updated ICF Core Competency Model. She works with organisations to support the development of coaching culture and speaks around the world on coaching and leadership.

Tracy is passionate about understanding the optimal human condition and working with organisations and individuals who want to reach their fullest potential. She is deeply committed to exploring how coaching can be utilised as a positive force for social change and progress – in 2020 she co-founded [Coachsters](#), which offers high-quality coaching and coaching-related services for young leaders 18-25 years old. Through her initiative, [Coaching with Conscience](#), she collaborates with the UK's leading mental health charity, Mind, to bring coaching services to individuals who support people with mental health challenges. She is now expanding this offering to other charities and organisations with a focus on social impact.

Tracy began her work in the corporate sector after spending six years in Spain as a translator. Upon her return to the UK, she developed a highly successful career in international operations and project management and quality consultancy. She held senior leadership positions within EMEA operations for Bank of America, international operations for Lloyd's Register Quality Assurance and Quality Consultancy for American Express, EMEA.

Since 1997, Tracy has worked in leadership development with clients across a broad range of industry sectors, including Goldman Sachs, Greene King, BMW, Amnesty International, Nokia, Fuji Bank, Legal & General, BP, Ford, GSK, ABN AMRO, Standard Chartered and Unilever.

She was the president of the ICF United Kingdom Chapter from 2013-14 and immediate past president in 2015. She was an ICF global board director from 2016–21, serving as global treasurer in 2017, global chair in 2018, immediate past global chair in 2019 and vice chair and director at large on the ICF Global Enterprise Board in 2021.

Tracy's clients describe her as "insightful, intuitive, professional, powerful and warm." She says, "I love to work with organisations, individuals and teams who want to be at their best and reach their fullest potential. Transformational positive change and learning is achieved through a conversation that results in you thinking, feeling and acting differently. I will have that conversation with you!"

FROM ASPIRATION TO *Reality*

## Career History

- **Coach Advancement by Tracy Sinclair**  
(August 1997 – Present)  
Co-founder and CEO providing specialist change management, coaching, mentor coaching, coaching supervision, facilitation, training and consultancy services to the private and public sectors.
- **International Coaching Federation (ICF)**  
(January 2020 – December 2021)  
Vice Chair and Director at Large ICF Global Enterprise Board
- **International Coach Federation (ICF)**  
(January 2019 – December 2019)  
Immediate Past Global Board Chair
- **International Coach Federation (ICF)**  
(January 2017 – December 2017)  
Global Board Director and Secretary/Treasurer
- **International Coach Federation (ICF)**  
(January 2016 – December 2016)  
Global Board Director
- **International Coach Federation (ICF)**  
(January 2015 – December 2015)  
Board Director, Immediate Past President of the UK ICF
- **International Coach Federation (ICF)**  
(January 2013 – December 2014)  
Board Director, President of the UK ICF
- **Henley Business School**  
(January 2020 – December 2020)  
Lecturer, Mentor Coach and Marker for the Professional Certificate in Executive Coaching (ICF ACSTH)
- **Coaching Development Ltd.**  
(January 2011 – Present)  
Lead trainer on Supervision of Coaching programme; Mentor Coach for Coaching Diploma students (ICF ACTP); Trainer and official observer for Professional Certificate in Coaching (ICF ACSTH)
- **Gothia Akademi**  
(January 2015 – Present)  
Trainer on NLP Master Practitioner programme
- **Ford**  
(January 2015 – December 2016)  
Coach for Ford Consumer Experience Movement (CEM)
- **Mannaz A/S**  
(January 2012 – December 2012)  
Client Director responsible for portfolio of in excess of £2m Euros
- **American Express – European Operations Unit, Brighton**  
(November 1995 – August 1997)  
Quality Consultant
- **Lloyds Register Quality Assurance Limited (LRQA)**  
(April 1993 – November 1995)  
Strategic Project Manager/International Operations Manager
- **BankAmerica Cheque Corporation (BACC)**  
(October 1986 – April 1993)  
Senior Project Manager/EMEA Operations/Service Manager
- **Resident in Spain**  
(April 1982 – August 1986)  
Spanish and English teacher, translator and interpreter

## Professional Qualifications & Training

- ICF Master Certified Coach (MCC)
- Coaching Supervision & Mentor Coaching Certificate (Coaching Development)
- ICF assessor (ICF)
- Essentials of Psychosynthesis (Psychosynthesis Trust)
- Introduction to Integrative Psychotherapy (Metanoia)
- Diploma in Coaching Skills (Coaching Development)
- European NLP Certified Coach (ITS)
- Team Coaching Intensive (Phillip Sandahl & Alexis Phillips, Team Coaching International - TCI)
- TA101 (Transactional Analysis The Link Centre)
- Hogan Certified (3 Minute Mile)
- NLP Trainer (John Grinder of NLP Academy)
- Certified Master NLP Practitioner (ITS)
- Group Dynamics & Non-Verbal Intelligence with Michael Grinder (MGA Associates)
- Foundation year in Psychology (Open University)
- Psychotherapy and Counselling Diploma (Pellin Institute)
- Counselling Skills (Sutton College for Liberal Arts)
- Incorporated Linguist – Spanish (Chartered Institute of Linguists)
- ISO 9000 Internal Auditor
- ISO 9000 Interpretation and Appreciation
- Institute of Linguists Final Diploma (equiv. BA Hons) in Spanish (special option: Technical Translation: Banking & Finance)
- Also professionally trained in the following areas:
  - Facilitation Skills
  - Situational Leadership
  - Internal Consultancy
  - Change Management
  - Project Management
  - Assertiveness at Work
  - Training Design & Delivery
  - Instructional Design
  - Process Design and Process Improvement
  - Self-Assessment Auditor with Total Quality Management International for the European Foundation for Quality Management
  - Business Finance

## Professional Memberships

- International Coaching Federation (ICF)
- European Network for Positive Psychology (ENPP)

## ICF Groups

- ICF Global: Co-Chair Diversity, Equity, Inclusion and Justice task force 2020 - 2021
- ICF Global: Finance committee 2016 - 2019
- ICF Global: ICF Assessor 2015 - present
- UK ICF: Ethics committee 2013 - 2015
- UK ICF: Finance committee 2013 - 2015
- ICF EMEA: member of European Nominations Committee (ENCO) 2014 - 2015
- ICF Global: Regulatory affairs 2015
- ICF Global: Supervision task force 2015
- ICF Global: ICF Advance 2015
- ICF Global: UK rep. for Supervision Strategy group with Association of Coaching Supervisors (AOCS) 2017 - 2019
- ICF Global: Prism judge 2013
- ICF Global: coach for Chapter Leader development