

Amanda Crawford

Executive NeuroCoach. CFO – UBalancer Group
Emotional Intelligence Practitioner. Facilitator. Trainer



Amanda combines a diverse corporate background with her NeuroLeadership & Emotional Intelligence coaching and facilitation work. Amanda started her career in Insolvency and Corporate Reconstruction at Ferrier Hodgson, where she worked on challenging projects across a broad range of industries; she learned how to engage others to find solutions and to lead people through change and volatility.

As a Knowledge Management Consultant at Henry Davis York Lawyers, Amanda facilitated the cultural change to enable her to design and implement a knowledge-sharing platform that was embraced by the practice group.

In addition to her Accounting and Legal Professional Services experience, Amanda also held commercial and functional roles. As Commercial Manager at RAMS Home Loans, Amanda supported the Sales & Marketing teams and was an integral member of the Project Team on the public float and subsequent asset sale of the business during the global financial crisis. Amanda leveraged her large-scale sale transaction experience in the NSW Government's sale of Energy Australia's retail business.

Subsequent to starting a family, Amanda launched her own coaching and facilitation business (so understands the juggles and struggles of being a working parent). She joined UBalancer (and took on the role of CFO), integrating the Six Seconds framework of Emotional Intelligence (EQ) into her work and is an EQ Assessor and Practitioner.

Amanda is passionate about making a positive difference to the lives of others by helping them connect to their potential. Her clients have included emerging leaders transitioning into more senior positions, where the focus has been on "hitting the ground running". She has also worked with managers seeking to better understand their strengths and challenges in order to maximise their contribution and personal/professional satisfaction. Amanda also works with senior executives to help them elevate their performance whilst balancing all their life priorities.

Amanda has seen compelling results from her clients in terms of performance growth and professional development, particularly around leadership, communication skills and relationship-building.

Amanda is based in Sydney.

"To say your coaching fundamentally changed my perspective and focus for the better would be an understatement. Thank you for the tools, clarity and metrics your sessions provided. They will support me for the balance of my career and beyond." – Ben, Business Owner

"Amanda's warmth and understanding helped me to overcome obstacles that had held me back for years. I always felt trust in both her ability to encourage and support me through my doubts and to push me just enough to go out of my comfort zone to unleash my true potential. A truly life changing experience!" - Jessica, Sydney

Qualifications

- Bachelor of Commerce (USyd)
- Chartered Accountant
- Associate Certified Coach (ACC) - International Coach Federation (ICF)
- EQ Assessor/Practitioner (Six Seconds)
- Certified NeuroLeadership Coach
- Action Learning Facilitator

Clients

- Powerlink Queensland
- Gold Coast Titans
- Publicis Australia
- Australian Turf Club
- AMF Bowling
- cmpartners, Chartered Accountants
- Marquette Properties

Industry Experience

- Accounting
- Legal
- Education
- Sport
- Finance
- Energy
- Property

Why Coaching?

"I continue to be amazed by the power of coaching and the results speak for themselves. I love seeing my clients unshackle from lifetime habits, transform the way they act and achieve their goals in a focused, positive and structured way"

Contact Details

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