



## Kendra Strudwick

Brain-based Leadership Development Specialist  
Keynote Speaker, Educator, Brain Tamer & Executive Coach

Kendra is an international seasoned presenter with over 12 years of leadership development and Executive coaching experience.

With over 6,000 hours of Coaching and facilitation experience, a broad client base and one of 14 Coaches selected, worldwide, to coach at the Richard Branson School for Entrepreneurs in South Africa, Kendra has been dubbed the secret weapon of the Coaching world, who uses hard science to transform conversations and performance.

Kendra's speciality is applied neuroscience; how brain science impacts leadership, engagement, collaboration and performance. Her style is a fusion of educator and entertainer; every person who crosses Kendra's path walks away inspired and armed with practical know how and pragmatic tools to make an immediate difference.

In 2002, Kendra founded InspirAction Coaching and Training with a view to marry the science with the art of leadership development. In 2011, she was appointed the Lead Trainer for Australasia at the NeuroLeadership Institute and in 2014 she joined UBalancer as Head Executive Coach.

Kendra takes a holistic approach to Coaching and is well known for her ability to both challenge and champion people at the same time. She has supported a number of high profile Corporate clients to develop high performing and collaborative team cultures, increase staff engagement, improve the effectiveness of conversations and ignite creative thinking.

Based in Sydney, NSW.

*"I used Kendra's services in the sphere of personal and business coaching. Looking to increase and expand our healthcare business, we knew that this would require a change of thinking and a review of our limiting beliefs, as well as a re-appraisal of our values and goals. Kendra's easy and amiable communication style enabled us to challenge our preconceptions in a clear and enlightening way, and she gave us many valuable and useful cutting edge psychological resources to aid us in our objectives.*

*By the end of her coaching program our monthly gross income increased by an average of 25% compared to previous months. I have no doubt that this was directly attributable to role she played as our coach. I would highly recommend Kendra to anyone struggling to get out of a rut, or for those wanting to break out of their self-imposed limitations and progress to a new level"*

Dr Allan Kalamir



### Qualifications

Professional Certified Coach (PCC) with the International Coach Federation (ICF)  
Post Graduate Certificate in NeuroLeadership  
Masters in NLP and Hypnosis  
Certificate IV in Workplace Training and Assessment

### Previous Clients

Unilever  
Coca Cola  
Qantas  
AMP  
Australian Taxation Office  
Toll  
NRMA  
Bank West  
Cadbury

### Areas of Interest/ Expertise

NeuroScience of Leadership  
Executive Coaching  
Conversational Intelligence  
Overcoming Cognitive Bias  
Emotional Intelligence

### At the core

Kendra works with the 'whole person'. She takes a strength based approach and draws on a range of modalities including positive psychology, NLP & Neuroscience, in order to inspire transformational leadership.

### Why Coaching?

"It is truly a privilege to be a coach. I believe that people do have the answers within, all they need is a little help to expand the quality of the questions they ask themselves and someone with fresh eyes to witness the magic and validate the results"

### Contact Details

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