

## Amanda Crawford

Elite Athlete Wellbeing and Performance Specialist  
NeuroLeadership Coach and Emotional Intelligence Assessor



Amanda is a Brain-based NeuroLeadership Coach and Chartered Accountant who is passionate about making a positive difference to the lives of others by empowering them to fulfil their potential. Leveraging a background in corporate restructuring, commercial management and consulting, her experience includes functional roles (operational and financial); strategic project management; organisational design; culture and change initiatives. She loves helping ambitious professionals set and achieve their goals.

Amanda's extensive background working in Professional Services allows her to quickly establish rapport with clients and understand their career challenges in the context of broader organisational priorities.

Her clients have included emerging leaders transitioning into more senior positions, where the focus has been on "hitting the ground running" when stepping into a new role. She has also worked with managers seeking to better understand their strengths and challenge areas in order to maximise their contribution and personal/professional satisfaction. Amanda also works with small business owners and individual professionals to help them understand where they want to go and how to get there.

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 passionate about her work and her clients; she brings energy and enthusiasm to her coaching. She believes we are all capable of maximising our potential and often just need someone to support us in setting clear objectives and achieving them.

Based in Sydney, NSW.

*"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*

*"The partners of the firm were very supportive of engaging Amanda as professional coach to deliver an intensive manager coaching program. Amanda challenged the way I performed in my role as manager and provided me with some excellent resources to expand my outlook at both a business and personal level. Amanda assisted me to refocus, set goals and take the next step in my career. - Radek Kolman, Manager, Cor Cordis, Sydney*

*"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) at the International Coach Federation (ICF)  
Certified NeuroLeadership Coach  
Six Seconds EQ Assessor  
Action Learning Facilitator

### Previous Clients

Cor Cordis –Insolvency/advisory firm  
Supportedge – IT Business  
cmpartners – Chartered Accountants  
School for Social Entrepreneurs

### Areas of Interest

Organisational Performance  
Leadership Potential  
Life Balance  
Emotional Intelligence  
Values and Decision Making  
Athlete wellbeing and performance  
Business Coaching  
Strategy Facilitation

### At the core

Amanda is dedicated to raising a young family whilst juggling work commitments in a busy household, so the concept of working towards Life Balance is very much front of mind, both personally and when working with clients professionally.

### 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"

### LinkedIn

<https://au.linkedin.com/in/aecrawford>

### Website

[www.ubalancer.com.au](http://www.ubalancer.com.au)