

# Our consultants and coaches

## Jake Farr



### Jake Farr Chartered and Registered Psychologist

Jake works across our portfolio to support a variety of change and development needs. Experienced in supporting Managed Change™, she is also a skilled coach and facilitator/trainer. Until becoming an independent consultant in 2000, she was an in-house consultant for the Post Office where she managed multi-disciplinary teams to deliver large assessment and development projects.

The areas she consistently brings insight to and where she enjoys applying herself include:

- Creative leadership development
- Developing high performance teams
- Change management that leads to sustainable change
- Organisational development
- Defining and crafting organisational values and culture
- Creativity and innovation

### Experience

Jake's extensive experience includes leadership development centres and coaching for the civil service, and change-related workshops and consultancy for a range of for-profit clients in sectors including automotive, transport, media and retail.

Recent involvements include:

- A pioneering development programme using a professional recording studio and music-making to increase creativity, develop teamwork, and enhance engagement and empowerment in the sales team of a large media company
- Numerous senior coaching engagements including coaching a government minister through the challenges of leading in a complex environment with huge portfolio
- Psychological profiling for leaders of a large media company as they embark on an intensive development programme
- On-going coaching and development for the Senior Management Team of a non-departmental government body

While grounding all her work in evidence based practice, Jake brings a lightness of touch and sense of creativity to projects that may have started to feel heavy and stuck for those involved.

### Education and training

Jake has first and higher degrees from the University of Leeds and the University of Wales, College of Cardiff. Other qualifications and training she is able to draw on include:

- Psychometric certification by the British Psychological Society, and individual instruments including MBTI, Hogans, 16PF, OPQ
- Master of Managed Change™ (La Marsh & Associates)

In addition to her training and work in business psychology, Jake has studied and trained extensively in Tantra. Likened by scholars to Jung's ongoing process of realisation, Tantra similarly asks us to embrace, discover and know ourselves fully.

### Working with Jake

Clients have found Jake to be a lively, challenging and creative travelling companion as they seek to make personal, professional and organisational transitions. When coaching she is known for working in depth, bringing together her deep understanding of human psychology with techniques from the emerging field of positive psychology. Her warmth enables her to combine both edge and lightness as she works to raise self-awareness and her client's belief in their own unique contribution.



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**To discuss how Jake could help with your change challenges, in the first instance**

**contact our main office**

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