

Dr. Martie Lancellas (PhD)

Founder and CEO of Strong Foundation | Executive, Business & Leadership Master Coach (IIC&M / COMENSA) | HR Practitioner (SABPP) | Specialist Counsellor (CCSA)

Dr. Martie combines her strategic human resources, business & commercial focus with a deep understanding of what makes individuals, teams and organisations' head, heart & hands work congruently, within systems thinking, in order to achieve business success. Dr. Martie has an affiliation for coaching people who are already performing to a high level. The core content of her coaching satisfies the self-assured high-achievers developmental and feedback needs.

Her expertise lies in the positive reinforcement of skills, knowledge and competencies, while still focusing on integral personal growth. A strategic thinker, Martie brings her combined knowledge and experience in Business, the Behavioral Sciences, Co-Active Coaching, and Leadership to her work, providing her clients with a unique perspective to explore the whole person through a Value-based lens.

Dr Martie uses this rare combination to deliver valuable results with executives, leaders and leadership teams. She is recognised as an astute Master Coach & Mentor that is known to challenge herself, her team, and her clients to walk the talk. Her mental agility to gain insights into complex issues quickly and to identify innovative solutions is invaluable to teams, boards and executives, needing to work through complex business aspects.

Dr. Martie has a deep understanding, passion and thorough knowledge in the aspects of leadership, training and business development. She has worked extensively in retail, marketing, operations and human resources. These companies include: South African Breweries, OK Bazaars, Hyperama Group and the Morkels Group. In addition, she possesses a personal presence and an organisational astuteness to support, influence, and develop executives & leaders on their journey to be well-rounded individuals and great leaders.

Expertise

- Executive, Leadership & Life Coaching
- Supervision of Coaching
- Specialised Wellness Coaching & resiliency management
- Executive Leadership development, facilitation & Consulting
- Business management, mentoring & consulting
- Strategic leadership aspects, Change management & culture of excellence aspects
- Key Speaker on Leadership Transformational Topics

Coaching Methodology & Approach:

To Martie, Coaching is *"The art of facilitating the performance, development and learning of another person. It is about equipping people with the tools, knowledge and opportunities they need to develop themselves and become more effective."*

Coaching is a powerful development tool for many top executives/people who seek to enhance their performance, and it is highly effective in developing individuals who wish to access untapped potential and under-utilised strengths.

Based on a co-active one-on-one personalised approach, she acts as coach, mentor, sounding board, consultant, confidential advisor and personal skills trainer. What will make this meaningful is that the work on the key aspects is measurable (for ROI). This is made practical by doing a 360 degree feedback assessment, on these aspects within, their teams, before and after the Coaching partnership, so to see the improvement that has taken place in every area that has been measured.

We will also agree with the superior in a sponsor meeting as to what their main corporate outcomes should be as agreed in the scope of the assignment, and confirm the 2 goals.



Membership Associations and Accreditations:

- Practitioner Coach: COMENSA (Coaches and Mentors of SA)
- Specialist Counsellor: Council for Counsellors SA
- Registered Coach: IIC & M (Intl. Institute of Coaching & Mentoring)
- Registered Coach training provider: CETASA (Coach Education Trainers Association South Africa)
- Insights licensed practitioner: Insights Discovery (Connemara)
- Lumina practitioner: Lumina Learning (Lumina Spark)
- SDI (Strength Deployment Inventory) practitioner
- HR Practitioner Generalist: SABPP

Academic qualifications:

- Doctor of Philosophy in Interdisciplinary Studies (PhD)
Graduated: 5 July 2007 | Training Institution: Commonwealth Open University
- Diploma in Practitioner Coaching
Graduated: 31 August 2006 | Training Institution: The Coaching Centre
- Master in Counselling
Graduated: 15 August 2001
- Bachelor in Counselling
Graduated: 17 November 1997

What others have to say about her:

Some of her clients include: Worley Parsons (KV3); Lewis Group; Foschini (TFG); Metropolitan; Santam; ABSA; Deloitte & Touché; Randwater Board; PEP Group; Institute for the Deaf; Eskom Koeberg; Val de Vie Estate; Ackermans Group; Zurich; Puma; Atlas Staal; Furnish Homestyle; Louis Group International; Cape Grace Hotel; Ceres Fruit Juice; GB Packaging; SATT; SAPPI; On The Dot & Media24; Terrisan.

Client's feedback states Martie is found to be thoughtful, thorough, supportive, thought provoking, and giving space for the clients' preferred profile preference. Holding the client to areas that have been a challenge, but leaving them inquisitive and eager to explore. Martie is professional in her approach, yet warm & of very high integrity (see testimonies) and a subject expert in her field. She has the unique ability to operate at strategic levels and see the bigger picture in order to implement the practical aspects that will have impact on the individual & organisation. She will help the client balance work, family and life based on their deeper value-drivers. Martie has a delightful sense of humor and believes development need not only be a serious business all the time. We need to celebrate!