



## **My values and behaviours**

First of all, I want to say that I'm a fully functioning and imperfect human. So my values (ideals) and behaviours (actions) range from being very well-embedded and certain to evolving and inconsistent. As William Blake said, 'we contain multitudes'. I reserve the right to develop my thinking and change my mind.

I recognise and value all types of diversity including ethnicity, race, gender, gender identity, sexual orientation, age, class, size, religion and abilities. My colours are well and truly nailed to the mast of socialism. I'm an intersectional feminist, but if you asked me what my base standpoint is I'd say it's class. Patriarchy is bloody annoying and I often get shirty with the patriarchs. My own experiences in life tell me that capitalism absolutely doesn't work and the inequality, unfairness and exclusion that it creates particularly exercise me. My politics and beliefs underpin my coaching work and my clients' ideals and beliefs generally stack up pretty well with mine. Having said that, I don't have to agree with you on everything for us to have a generative and joyful coaching relationship.

I do this work in the knowledge that we are all held in various forms of structural and systemic oppression. I try to play my part in challenging and dismantling sexism, racism, ageism, ableism, transphobia, homophobia and inequality. The way this rather self-righteous statement plays out in practice is that I call out oppression and discrimination when I come across it in a way that I hope encourages a conversation.

I'm a white, cis-gendered, bisexual, reasonably financially secure, able-bodied woman and I acknowledge the privilege in life this bestows on me. This is lifelong work. When I mess up I acknowledge it, try not to whinge about how hard it all is for an enlightened white person, take it on the chin and learn from it.

I price my services affordably and accessibly, and I don't penalise those with fewer financial resources by charging them more for payment plans. I put 100% of the fees from every fifth client into a 'bursary' fund to assist people for whom my fees are not accessible.

I have two partnerships with women's refuges, one in the NW and one in the SW, to provide free self-belief group coaching to women using their services.

I prefer to use small independent and local suppliers and I pay my bills promptly. I expect to be paid promptly in my own work and I don't work with organisations who are mired in transactional bureaucracy and as a norm expect small suppliers to wait months for payment.

I grapple constantly with issues around pricing and value (I hope I have a realistic sense of my own value), as I acknowledge my need to earn enough money to enjoy life and build security for retirement. However I do not need to earn a six figure salary in order to achieve those goals, nor is it an ambition of mine to do so.