

Coaching Profile

Zoryna O'Donnell, MBA, MSc, FIoL



Zoryna O'Donnell is an executive coach, mentor, trainer and leadership consultant on a mission to help organisations and individuals to exceed their expectations of what is possible for them to achieve. She has over 30 years of experience of leading innovation, transformation, project and programme management and trouble-shooting in public, voluntary and private sector organisations in different countries. Please see her [LinkedIn profile](#) for detail of her background and experience, which also includes links to many of her publications (articles and books).

Zoryna is also a Brainz 500 Global Honoree 2021 and Brainz CREA Global Honoree 2024.

Zoryna founded her company L&M Plus Consulting in 2011. She specialises in neuroscience-informed leadership and management development, change management and wellbeing programmes which include training, coaching and mentoring.

Zoryna works with individuals, teams/groups and organisations during periods of change and uncertainty to develop their leadership and management capabilities, empower their agility, continuous improvement and high performance while developing their mental resilience and maintaining their wellbeing and high performance.

Recent coaching and mentoring work

- Business Mentor of the government's Help to Grow: Management Course (2022 to present)
- Mentor of the member-only My Mentoring platform of The Institute of Leadership (2022 to present).
- Coach and Tutor of the Academy of Women's Leadership (2020 to present).
- Coach of the National Coaching and Mentoring Support Programme for those leading the response to the COVID 19 pandemic across local government, specifically aimed at Chief Executives, Directors and professional leads working directly on managing the response (2020-2022).
- Mentor of the Warwick Business School Global Mentoring Programme (2017 to present).

Coaching and mentoring style and approach

Zoryna's coaching and mentoring style is person-centred, focussed, empowering and flexible. In her work, Zoryna is using the following:

- Positive psychology and a strengths-based approach - working with individuals holistically and taking into account their preferred styles of learning and operation, professional and personal aspirations, and physical and mental wellbeing.
- Motivational Interviewing (MI) techniques to identify readiness for change, address possible resistance to change and enhance drive and motivation for excellence.
- Applied neuroscience theory, intervention strategies and leadership models that are essential for providing a more sustained coaching and work experience, enhanced resilience and productivity for the coachees/mentees and their organisations.
- Reflective practice and coaching supervision to ensure continuous improvement and growth.
- Ongoing assessment of the progress and outcomes achieved which involves key stakeholders (coaches/mentees and representatives of their organisations) as appropriate.

Qualifications, accreditations and memberships

Zoryna holds an MBA from Warwick Business School (specialism – organisational change management), an MSc in Community Safety from University of Leicester and many other qualifications essential for her role as a change agent, including an ILM Level 7 Certificate in Executive and Senior Level Coaching and Mentoring.

Zoryna is an accredited DISC Profile Practitioner, The GC Index Profile Practitioner and The Young People Index Profile Practitioner.

She is a member of the International Coaching Federation (ICF), the European Mentoring and Coaching Council (EMCC) and the Neuroscience Coaching Network (NCN). She is also a Fellow of the Institute of Leadership accredited for mentoring.



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“...in every session, I am being guided by my Coach in the realisation and connections of leadership, relationships and the power of collaboration. Although the sessions focus on different areas, they so often link to each other. ... I often use my Coach as a silent voice in my head, when dealing with situations, thinking back on the various techniques and research that we have discussed. My Coach is an active part of my professional development and growth.” (VP, CEO of Multi-Academies Trust)

“I am incredibly grateful for the opportunity to have been mentored by Zoryna through the Government Help to Grow Programme. Her inspiring and engaging approach made our sessions both enjoyable and valuable. Zoryna generously shared her wealth of knowledge, skills, and experience, displaying kindness, understanding, and excellent communication skills throughout our time together... I would recommend working with Zoryna, as a trainer, mentor and coach - as she is genuinely awesome!” (CC, Founder and CEO of a SME)

“It can be lonely being the boss and my coach Zoryna O'Donnell helped me a great deal in the last few years. It is really helpful to have somebody outside the organisation to go to when things are challenging.” (CG MBE, Senior Leader, Non-profit organisation)

“Coaching as part of your leadership development is such a powerful tool. ... Zoryna O'Donnell helped me to move past some of the internal blocks I had been grappling with. I now have the opportunity to implement new tools as I continue to grow as a leader.” (BY, Education Consultant)

“Amazing coach. Insightful, authentic and honest. My coaching sessions have been invaluable to my work. Thank you.” (CF, Senior Leader in Local Government)

“Thank you, Zoryna, for helping me with understanding my own thinking better, and helping me get to solutions and learnings for life. Even 1 session can be life changing. Really appreciate your approach to coaching.” (LF, MD for Middle East, Global Consultancy)



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