

# Brenda Eckstein's Coaching Profile

MPhil (Leadership Coaching), University of Stellenbosch,  
Business School

BA, University of Natal (Economics and Psychology)

PCC, University of Cape Town, Graduate School of Business, Centre for Coaching

PCC, International Coaching Federation

Certified Integral® Coach, New Ventures West, USA



## Profile

In 2017 Brenda graduated with a Master of Philosophy (MPhil) in Leadership Coaching through the University of Stellenbosch Business School. Her research on the 'Role of Coaching in Developing Character Strengths in Leaders' gained her the 'top student' award. She holds the Professional Certified Coach (PCC) certification through the International Coaching Federation (ICF) having qualified through the University of Cape Town's Graduate School of Business, Centre for Coaching where she continues as a member of faculty. She also holds the Integral Coaching certification through New Ventures West, USA.

## Previous Background

Prior to launching Brenda Eckstein International, a global training and coaching organisation, Brenda and her husband built a group of retail fashion stores which they ran successfully for over 20 years. During that time, Brenda played a significant role in 'organised business' and was the first female elected as president of the Pietermaritzburg Chamber of Commerce and Industries during the 110-year history of both organisations. Another leadership role she valued was that of elected International President of International Training in Communication, a voluntary organisation spanning 23 countries with headquarters in the USA.

Through her work in coaching, training and as a professional speaker, Brenda has presented 'in person' sessions on five continents. She enjoys writing and four of her books have been published. Two are currently available on Amazon.com.

## Coaching Work

Brenda has been coaching for 15 years following many years working as a trainer and mentor. Currently her main clients are in leadership roles and include academics, professionals (doctors, lawyers and accountants), CEO's and individuals in industrial management positions. Brenda is based in Pietermaritzburg but clients are situated throughout South Africa, Australia, Europe and the USA. She conducts coaching sessions 'in person' and virtually. In addition to private clients, Brenda continues as a member of faculty for the Centre for Coaching, Graduate School of Business, University of Cape Town.

## Brenda Eckstein International portfolio of programmes

Executive Coaching, Leadership Development, Personal Strategy, Mentoring, Training in Individual Professional Communication, Team Effectiveness, Building Relationships and Customer/Client/Patient Service  
Allied services

## AREAS OF EXPERTISE

Executive coaching  
Leadership development  
Personal strategy  
Mentoring  
Individual professional communication  
Team alignment  
Building relationships  
Customer/client/patient service  
Allied services

## CLIENTS

University of Zululand  
University of KwaZulu-Natal  
University of Cape Town  
Robertson & Caine  
Capitol Caterers  
Husqvarna  
Conosco  
Hulamin  
Law firms  
'Big four' accounting firms  
Private coaching clients  
Doctors and allied medical services

## EDUCATIONAL BACKGROUND

Please see above

## CONTACT DETAILS

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