



## About Ebru Goksu Yildirim

Being a leadership skills development facilitator, and career and leadership coach, Ebru works with teams and individuals by staying true to her life-purpose of 'unlocking potential'. She is enthusiastic, creative, growth oriented and a high-achiever. She is passionate about people and maximizing their potential. One of her key skills is being able to meet her clients exactly where they are, holding them there just long enough to show how resourceful they are, to increase their capacity to grow. She works with her clients on mindset and energy levels by focusing on their 'being and doing'. She truly believes this is the path to transformation and professional empowerment.

Ebru has been in the Middle East region for over 10 years, and comes with over 15 years integrated marketing communications experience which she gained through working in advertising and marketing in Turkey and the Middle East. She handled various international, regional and local blue-chip accounts in diverse categories from FMCGs to banking, fashion and automotive.

Ebru is a member of some of the international and regional marketing communications (MARCOM) specialized groups and coaching communities as well as being a member of International Coaching Federation (ICF) Dubai Chapter.

Ebru holds a degree in labor economics and industrial relations, along with three post-graduate program degrees in leadership, business cultures, and academic English respectively. She can work in both English and Turkish.

### Examples of Ebru's work

- Conducted team coaching sessions to overcome conflict within a media agency in Dubai
- Conducted a coaching training for the 'senior executives team' of a telecom company in Dubai
- Facilitated leadership skills development workshops for an international business school's executive MBA program in Dubai
- Co-delivered an international communications skills program including group workshops and one-to-one coaching for an international architectural firm

### Accreditations

- Certified Professional Co-Active Coach (CPCC) Coaches Training Institute (CTI)
- International Coaching Federation (ICF)
- Organization & Relationship Systems Coaching/ at Work (OSRC) CRR Global
- Science of Happiness at Work™

### What our clients say about Ebru

"I have learnt things about myself that I either never knew or didn't realize to be true. The program provided me with a better understanding of personal interactions and what does and does not work when engaging and attempting to influence people." *Head of QHSE, local energy provider*