

# The Preston Associates

EXECUTIVE COACHING SPECIALISTS

**BRYONY WRIGHT**  
**EXECUTIVE COACH**

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Bryony brings 20-years' expertise in marketing, communications and reputation management to her coaching practice. As a great listener, yet challenging and provocative questioner, she provides a safe, fun and energising environment for her clients to explore issues that are holding them back. Having founded and run her own successful business for many years, Bryony learned to juggle the roles of entrepreneur, leader, wife, carer and mother the hard way. As such she is a strong advocate for the importance of resilience, consistency and a good sense of humour in leadership!



She particularly enjoys working with senior executives and their teams to identify and raise awareness of bottlenecks that occur between strategy and implementation due to ineffective communication. Bryony is also passionate about holding up a mirror to client behaviour and how it affects and is interpreted by others. Her goal is to facilitate positive behavioural change that strengthens trust with key stakeholders and maximises business performance for the client and their organisation.

## **Experience**

After a decade gaining experience across multiple sectors both in agency at Weber Shandwick and in house, Bryony founded her own PR consultancy specialising in key influencer communications. She gained senior level experience within most major international branded drinks corporations and also worked with a number of high profile UK family businesses.

Increasingly Bryony found that her PR clients were looking for a more strategic and personal approach and she soon began delivering executive coaching, transferring her branding and reputation management skills to people. She now coaches senior leaders and teams across a range of sectors and disciplines.

In addition to her coaching work, Bryony is a non-executive director of Watershed Trading Ltd, Bristol's ground-breaking cross-artform venue and producer. She is also a director of a major luxury brand awards scheme.

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## **Education, Qualifications, Professional Memberships**

- Post Graduate Certificate in Executive Coaching, University of Chester
- BSc Honours in Politics & Sociology, University of Bristol
- Diploma in Wine & Spirits, Wine & Spirit Education Trust
- Accredited as Associate Certified Coach by the International Coach Federation