

**CHARLIE HOARE**  
EXECUTIVE COACH

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Charlie's coaching style is open, curious, approachable and calm. He draws on his wide-ranging business and life experience to challenge leaders to develop, both professionally and personally.

### **EXPERIENCE**

Not one to fear asking what you really want out of life or to challenge the status quo, Charlie has cycled 10,000 miles from Malaysia to the UK, written a book on male mental health (drawing on his own experience), and now successfully structures his work around family life.

His professional experience is wide-ranging and multicultural. From working in multinationals including Innocent Drinks (Coca-Cola) and AirAsia to founding and scaling a start-up, Charlie has lived and worked in London, Hong Kong and Kuala Lumpur and now coaches leaders and teams from large organisations to dynamic growth businesses.

With a holistic, solution-focused coaching style, Charlie helps his clients to improve their lives, personally as well as professionally. Whether transitioning industries or meeting commercial goals, he provides a non-judgmental, empathetic and fun space for them to reflect and grow. Charlie challenges his clients to be the best leaders they can be, maximizing their business impact. His natural curiosity informs a deep level of enquiry. This encourages them to dig deeper into what is really important, and enables them to live the lives, and build the businesses they want far sooner than they had ever thought possible.

### **EDUCATION, QUALIFICATIONS, PROFESSIONAL MEMBERSHIPS**

- MSc Applied Positive Psychology & Coaching Psychology, University of East London
- European Mentoring and Coaching Council Senior Practitioner with >1000 coaching hours
- BA Business Management & Spanish, University of Exeter
- Author of 'MAN DOWN: A guide for men on mental health'