

Profile

Lena Gustafsson, professional coach



Lena Gustafsson is an experienced professional coach boosting individual development as well as organizational. She has chosen to work with clients in all lines of businesses and on all levels in companies and organisations without specifying size or type. That means she freely mixes experiences from all sorts of situations while keeping a wide and open mind to the client's specific context.

Her clients usually enter the cooperation with a work-related topic such as leadership, career or business coaching. Lena's way of coaching soon broadens the perspective taking them to a level where they can work on these issues and at the same time learn about themselves and expanding their own bravery. Living in Småland, one of Sweden's most entrepreneurial regions, has set its mark. Besides being an inspired entrepreneur herself a lot of her coaching has been on entrepreneurs, small business owners and leaders developing their companies and setting their own line of trade.

Lena has a university degree as educationalist and a Masters degree i social sciences majoring in psychology at University of Växjö combined with an ICF certification on PCC level. Grounded in an interest in the classical arts and the human nature she keeps adding new insights on how people think and act. The driving forces and the obstacles on our way, the processes we encounter and the way the individual spirit makes the unique you. From this base of knowledge she gladly shares holding work-shops, presentations and training classes.

Guldkanten

Visit her in the little red cottage at Smedbäck, Åseda, Sweden
Mail: Guldkanten, Smedbäck 2, 364 33 Åseda , Sweden

E-mail: lena@guldkanten.com
Mobile: +46708 – 77 61 86



Taking time to take her part in non-profit organizations has rendered Lena experience on different committees and chairman posts, experiences she carries with her into company board assignments and management. She holds a diploma on board of directors' work from Styrelseakademin Sydost and acts as a certified enterprise adviser at Nyföretagarcentrum, helping new entrepreneurs starting up their business.

Lena is an active member of International Coach Federation taking a serious interest in developing quality of the profession and accessibility to coaching services. Having herself been pioneering coaching in her region she took the initiative to start up a new group of coaches in Småland and is currently the President of ICF Sweden.

Building networks, connecting people and generously sharing is Lena's way of working. Firmly rooted in the tradition of Småland she honours usefulness and sense of responsibility and carries a profound respect of the inner greatness of each and every one she meets.

Important to Lena and what truly keeps her going is the never ending curiosity on what is possible just beyond the borders of where the mind is today. How true greatness rises when people combines their talents and their values to really be all that they can be.

Lenas has been working with clients from i.e



Guldkanten

Visit her in the little red cottage at Smedbäck, Åseda, Sweden
Mail: Guldkanten, Smedbäck 2, 364 33 Åseda, Sweden

E-mail: lena@guldkanten.com
Mobile: +46708 – 77 61 86

www.guldkanten.com

CV

Educational highlights

Chairman of the Board training march 2015	Styrelseakademien Sydost
PCC Certified Coach july 2013	ICF
Professional coach diploma ACC Certifierad Coach july 2007	Leapfrog ICF
Board member training, company boards mars 2007	Styrelseakademien Sydost Coach Diploma october 2006
Master of social Sciences, Psychology Conflict management & Coaching	University of Växjö Mentor executive development december 2003 november 1998

Former employments and assignments in summary

Besides running her own companies Lena is experienced in management from several positions, in business as well as in pro bono work.

Present:

President **ICF Sweden**

Company advisor **Nyföretagarcentrum i Uppvidinge**

Chairman of board of industry representatives at **Federation of Swedish business Owners (Företagarna)**.

Member of national board at **Federation of Swedish business Owners (Företagarna)**.

Owners' delegate **Länsförsäkringar Kronoberg**

Past president of **Åseda Rotary club**.

Prior occupations in selection

Work:

Project manager	Uppvidinge kommun
Project developer	Kompaniet
Project evaluator	Sensus
CEO	Pre-school Familjelyckan
Pedagogical resource	Uppvidinge kommun

Guldkanten

Visit her in the little red cottage at Smedbäck, Åseda, Sweden
Mail: Guldkanten, Smedbäck 2, 364 33 Åseda, Sweden

E-mail: lena@guldkanten.com
Mobile: +46708 – 77 61 86

Non-profit

Chairman and/or member of the board in several associations in community, sports and business.

Trustee in several positions in local church councils.

Founder of local business network "Möjlighetsverkstan", connecting small business entrepreneurs.



I have seen it happen over and over
again and I just love it !

That magic moment
when beliefs, willpower and
selfconfidence aligns with
value and purpose.

Best part of being a coach.

Lena Gustafsson
www.guldkanten.com

Guldkanten

Visit her in the little red cottage at Smedbäck, Åseda, Sweden
Mail: Guldkanten, Smedbäck 2, 364 33 Åseda , Sweden

E-mail: lana@guldkanten.com
Mobile: +46708 – 77 61 86

www.guldkanten.com