



## ASRA ABDULAZIZ

Executive Coach | Thought Partner | Disruptive Thinker | Leadership and Growth Catalyst

### BACKGROUND

Asra is a thought partner and certified coach with over 15 years of corporate and investment banking experience. Through her innovative approach, she has driven the growth and development of businesses from early stage to mature levels and built strong teams of top-tier talents. Her track record across organisations and institutions in closing deals, setting up dynamic best business practices, and creating significant value for clients, teams, and management speaks for itself. Her global career gives her sharp insights into strategic and fast decision-making, the demands of performance-driven environments, and complex leadership challenges.

Her success as a Middle Eastern woman in a competitive industry is a testament to female empowerment, and she is an advocate for the advancement of women in the corporate world.

### COACHING

In 2019, Asra channelled this wealth of knowledge into founding an executive leadership, mentoring, and coaching firm with a mission to inspire transformative growth and unlock the full potential of leaders across industries by gracefully blending empathy and candour. Asra is a firm believer that out of discomfort comes learning and transformation.

Supporting leaders and top performers from top financial institutions, elite law firms, and innovative tech companies around the world, she helps them on their journey towards purposeful change and empowers them and their organisations to turn vision into reality.

Asra is also a family business coach. She supports high-net-worth families and family businesses in reconciling the opposite forces of the emotional family mindset and the rational business mindset, covering topics such as development issues, growth, and succession planning.

### CHALLENGING BOUNDARIES



Fluent in English, French, and Arabic, Asra brings a multicultural perspective to her coaching practice, enabling her to connect authentically with clients across Dubai, London, Paris, and beyond.

## CLIENT APPROACH

One of the first things Asra shares with her clientele is that **“Success is a mind game”**. She believes that by silencing their self-limiting beliefs, executives can unlock new levels of creativity, innovation, and leadership. Asra’s vision is to create a positive, lasting impact by accompanying leaders and key decision-makers in their way of thinking, looking at the world, and leading.

She creates authentic connections with her clients and partners with them in a thought-provoking and creative process that challenges their boundaries and inspires them to maximise their personal and professional potential.

Asra provides her clients with the tools and support they need to do this, including reflective enquiry and mindfulness, to help create actionable, personalised strategies for long-term success. Asra’s holistic approach ensures these strategies align with clients’ values and career goals and their sense of purpose, meaning, and self-identity.

## QUALIFICATIONS

Asra holds a Mastère Spécialisé® in Financial Techniques from ESSEC Business School and has completed leadership coaching programs at Georgetown University, Stanford, Harvard & Legacy Onward. She is a PCC ICF certified coach and a certified 'Designing Your Life' coach. Asra also holds certifications in Leadership Circle Profile, Collective Leadership Assessment & TMS Team Performance.

## OTHER WORK

Alongside tailored 1:1 coaching sessions and programmes with executives, Asra facilitates leadership development workshops for large, global organisations, coaches ESSEC Business School graduates, and creates and publishes content regularly on social media platforms.

Client focus areas include:

Self-Awareness | Personal Growth | Career Advancement | Executive Effectiveness | Strategy and Strategic Thinking | Team and Leadership Development | Diversity, Equity and Inclusion | Interpersonal Relationships and Empathy | Building Effective Teams | Motivation and Engagement | Leading Through Change | Conscious Leadership | Delegation and Time Management | Communication | Influence and Negotiation