

Roxana Bacian

Organisational and Leadership Coach

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Hello, my name is Roxana. I'm a coach committed to supporting leaders and teams to approach change at depth, yet with ease.

I do this by helping people and teams address challenges at their core so they can effectively target organisational efforts. I hope that in doing this work, together, we may effect the deep positive changes we want to see in the world.

I work independently and as an associate with clients and organisations across the world.

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Coaching Mission, Approach, Style:

(based on questions by Kokua Hub)

1. What inspired you to become a coach?

About 10 years ago, I realised I needed support. I had a feeling I needed to speak to someone. I was feeling off and that's how I came to start therapy. This experience was so life-changing and inspiring, that it got me thinking about how I might be able to support other people to feel better about themselves and their lives. At the time I was working as a designer full-time. And today, a decade later I run my own coaching business, supporting leaders and teams to operate from their healthiest selves so that they can effectively target their organisational efforts.

2. What is your unique coaching style?

I start each coaching relationship by paying close attention to the person or team I'm working with. I'm very interested to learn about what the clients need in order for the session to feel safe to them. Ultimately, I believe that people gravitate towards change and growth. And I see my role as a coach as helping to bring that change forth with both gentleness and

firmness. So, in a few words, my coaching style rests on three main pillars: partnership with the client, invitations towards the client's next level of growth and plenty of celebration and appreciation of what they're already doing.

3. What skills do you bring to the coaching world?

I started my studies in the graphic design world. I understood very early on that I needed to do work that had a positive impact on the world. I discovered service design - I moved to Scotland and worked in a service design studio supporting national and local governments to redesign public services led by service users. This work taught me a lot about the difficulty in bringing change to legacy systems and cultures, about the care and patience that is required as well as the people skills required to work strategically, collaboratively and bringing people along a journey of transformation.

4. Which coaching question, model or tool brings the most insight?

The client. I've always been weary of overly relying on the ideal tool to unlock potential. So far, in my practice I've found the only person/s who can bring about insight is/are the person/s themselves. Through showing up fully to sessions, investing themselves in the process and owning their coaching journey. Once someone is open to the vulnerability of doing this, they've already created the conditions for change and transformation to occur in their lives and work. The coaching then becomes a means to identify how to implement it.

5. Which topics come up most frequently in your coaching?

There's certainly a sense of looking for one's approach to things and the impetus to lead from this place; whether it's one person or a team. I find that many of my clients teeter on the edges of seeing themselves more clearly, often hindered by past voices of discouragement and often the amount of work and effort it requires to more fully claim these unlived parts of themselves. One of my clients says it best: 'Our work together was profound - it made me feel that I could do hard things.' More recently, in my work with teams, the themes that come up revolve around identifying the true blockages to purposeful collaboration in organisations.

6. What is the biggest lesson you've learned from coaching others?

That I don't have the answers. About what needs to happen in someone else's life. And not even in my own life at times. But really, what I'm speaking about is this shift away from being at the start of my coaching journey, where I needed to rely on needing to say the right thing; to a more mature stance, where the focus isn't on fixing problems, but staying with what is coming up for the client as most relevant and the right-enough next step.

7. Can you tell us about your favorite moment throughout your coaching career?

Very related to the previous question, my favourite moment in my career as a coach was my last team coaching assignment. I was working with a team of six, who were going through major shifts in their organisation. They were a fantastic team: capable, willing and creative. I felt that in this coaching work with them I was able to serve their purpose and needs rather than becoming a centre piece in the work. It was humbling to walk alongside them as they did really hard work. I think this was mirroring what was happening in their team dynamics: a true orientation towards learning from each other and fulfilling a common purpose.

8. What advice would you give someone starting their journey as a coachee?

Said before, but truly all the good stuff you are coming to coaching for will take place somewhere beyond your current comfort level. I'm thinking about David Whyte's poem that goes like: 'Just beyond yourself, it's where you need to be/ Half a step into self-forgetting and the rest restored by what you'll meet.' In practice, this means it will take a lot to make the changes you want to make but truly when you do, you will feel in touch with the full weight of your human/organisational life, and the privilege that is inherent in having a chance at shaping the journey going forward.

9. What is your favorite motivational quote or mantra?

"My spirit is unconquerable...I don't care what's probable. Through blood, sweat, and tears, I am unstoppable." - Anthony Robles

10. What's your favorite book, podcast, or movie related to personal development?

[The On Being Podcast](#)

[Jessica Dore's Offerings](#)

[Maria Popova's The Marginalian](#)