

Coach to the CEO | Programme Fact Sheet

A high-trust advisory partnership for CEOs navigating complex leadership demands in today's market and people-driven business.

Participant profile

This program is designed for high-performing CEOs and senior leaders who operate at the top of complex organisations. They are time-poor, accountable to boards and stakeholders, and constantly balancing strategic vision with operational demands. These individuals seek clarity, perspective and rigorous challenge in their decision-making.

Participants may also include HR leaders or executive offices supporting the CEO, looking for a structured way to elevate executive performance, strengthen leadership capability, and provide trusted guidance at the very top of the organisation. Each participant is driven, commercially focused and committed to stepping into their highest potential.

Why this programme exists

Leading a complex organisation is isolating. CEOs face relentless demands, high stakes and constant scrutiny, often without a safe space to test ideas or explore critical challenges. Strategic advisors provide the rare combination of perspective, challenge and accountability that leaders need to make better decisions faster.

This program gives CEOs a confidential high-trust sounding board where they can explore critical choices, anticipate organisational risks, amplify their influence and handle complex commercial, operational and personal dynamics.

Whether the engagement begins with the CEO or with the board, the goal is the same: equip leaders with clarity, confidence and strategic insight to perform at the top of their game.

Programme focus areas

Strategic decision-making under pressure, leadership presence, influence and credibility, alignment of personal priorities with organisational objectives, board and stakeholder relationship management, leadership clarity in complex high-stakes situations, management of organisational change and transformation, personal and team performance improvement.

Designed for Your CEO: Evidence-Led, Bespoke Approach

Every engagement begins with a detailed assessment to understand the CEO fully. We explore patterns, behavioural tendencies, decision-making styles, leadership qualities and responses under pressure.

This evidence forms the foundation for a tailored coaching roadmap.

From these insights, each session is designed with precision. Focus areas are selected based on data, organisational context and the CEO's priorities, ensuring that every interaction delivers actionable insight, challenges assumptions and accelerates performance.

The approach combines rigorous assessment, strategic thinking and practical application, so that work with the CEO is targeted, relevant and measurable.

What changes after this

- Gain clarity in decision-making and priorities
- Strengthen presence and influence across stakeholders
- Anticipate challenges and manage risks more effectively
- Apply a structured framework for high-impact leadership
- Renew confidence and perspective to lead with purpose

Led by Nis Arend

With extensive experience coaching CEOs and senior leaders across multiple sectors, Nis brings depth, strategies for the most difficult of relationships, commercial insight, operational understanding and clarity to every engagement.

She has worked with leaders who demand both precision and perspective, offering the rare combination of challenge and support necessary to operate at the top of any organisation.

Her approach combines evidence-based assessment, structured reflection and tailored interventions that deliver measurable impact.

Client

"I worked with Nis in my last Executive role where she persuaded a cynical, dyed-in-the-wool Exec to embrace the potential of coaching to improve performance."



I very much appreciated her no-nonsense, direct style which took me outside my comfort zone on many occasions. She has a focus and drive that inspires confidence and a determination to succeed.

However perhaps just as important is her loyalty and empathy which I saw during my painful and difficult exit from Santander. That's when I appreciated the bond we had built most. She was there when I needed her most and that's something I won't forget.

I saw a number of colleagues really grow and take advantage of new opportunities that they may not have done without the guidance from Nis.

A true professional who is excellent at her job but more than that, a wonderful human being."

- Mike Ellwood, Chairman