

# Deanna Lane

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## Executive Coaching

Deanna Lane is a Sydney based Amazing Results Executive Coach who brings a fresh approach to her work with clients, specifically those who want to energise their business, empower their staff and engage their clients.

With almost 20 years experience in senior management, marketing and business development with top tier law firms, financial institutions, accounting firms and industry associations and regulatory bodies, her work has given her a unique insight at c-suite level, of the results that can be achieved through strategic advice and coaching. Recognised for her energy and enthusiasm, she uses her interpersonal and influencing skills to build lasting client relationships and help clients stimulate business growth.



Some examples of the results she has achieved with her clients include:

- Coaching a CEO through three high profile and negative issues, effectively minimising reputational damage and risk, by guiding both internal (staff) and external (media and stakeholder) communication processes and formulating issues management protocols;
- Coaching a managing director through the relaunch of the business by facilitating strategic planning, market positioning, target audience identification and focus and re-energising the business by introducing plans and actions that were proactive, achievable and measurable;
- Advising an international senior executive/board member in funds management/biotech, in relation to establishing a profile in Australia, this included facilitating business and media introductions;
- Developing and facilitating business development training for senior management to more closely align their individual marketing efforts to the firm's business plan;

The following is a selection of unsolicited comments provided during Deanna's work with clients;

*... a masterful display of proactive and helpful comment... you sent us away feeling more upbeat and positive about our marketing efforts than we have been able to create for ourselves. - Chairman of partners, top tier law firm*

*Thank you for the most productive hour I have spent in a very long time. I came away from our meeting feeling "I can do this" and believing in myself as a coach. The very things I am coaching others to do have been my primary stumbling blocks in marketing myself - taking responsibility and believing in myself. Spending time with you changed my perspective- you are a coach extraordinaire. Executive Coach*

*Deanna is very positive and listens and has a good concept of service. - Managing Partner mid tier law firm.*

*A true representation of teamwork and unselfishness. Thank you for your efforts, your sense of 'chipping in and getting things done', your attention to detail and your standards of producing excellent work and results. - Senior Director, mid tier law firm*

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**Amazing Results**  
EXECUTIVE SEARCH AND COACHING GROUP