

Saba Imru-Mathieu, MA, PCC

Letter of Motivation – Application as Board Member of ICF Switzerland

I am honored to submit my application as board member to ICF Switzerland. After many years of being an ICF member I am keen to give back and contribute my skills and experience. I believe ICF has made a great difference in elevating the brand image of coaching as a profession and I would be happy to participate to this effort.

I have been a professional coach since 2005 and have sought to constantly perfect my competences by continuous study and am now a doctoral candidate in Coaching and Mentoring at Oxford Brookes University. Prior to my coaching career, I was a Human Resources Manager in one of the UN specialized agencies, so working with people has always been at the heart of my career. When I discovered the power of coaching as a transformational approach for both personal and professional life, I realized that it can be a tremendous force for good for individuals and organizations. That is why I believe it is so important to continue to promote this discipline so that it is increasingly recognized in all areas of society.

Currently I lead my own company, Leaders Today, where we provide training in coaching skills for leaders, executive coaching and organizational development services. In the education field, I was a senior coach trainer for 8 years at the Institute of Coaching (IDC) in Geneva and a guest lecturer and career coach for the Global MBA at EDHEC. Currently, I am a lecturer at HEG on Self-Leadership and at EMLyon where I also coach the International MBA participants. All my teaching and training include the concept and practice of coaching as a leadership style, which are so essential in our turbulent times, and rest on solid research-based foundations.

I believe that my years of international HR management experience, combined with my entrepreneurial skills, and my academic profile enable me to confidently take on board-level responsibilities.

If I were to be elected on the ICF Switzerland Board, I would gladly contribute to enhancing ICF relations with companies/organizations and coaching schools in Switzerland since both business and educational institutes are environments with which I am familiar. I am proficient in project management and I like to get things done, so I aim at achieving concrete initiatives that are approved by the Board for the overall benefit of ICF Switzerland.

I thank you for your kind consideration.

Your sincerely,



Saba Imru-Mathieu