

Biography: Elaine Grix



Elaine's work

Elaine Grix is an executive and Leadership Coach, Team Development specialist, and Business Culture expert with 25 years of experience in HR and talent management. She helps individuals, teams and organisations to recognise their true purpose, unlock their hidden potential and exceed their professional and personal expectations to make a positive commercial impact on the business.

She works with globally recognised brands and international corporations such as Dr Martens, Morrisons, PepsiCo, and Heathrow Airport, developing their leadership, building high performing teams, employee engagement, supporting cultural transformation and designing and delivering development programmes. She also designed a Certificate in Professional Team Coaching recognised by the Institute of Leadership and Management and continues to deliver this programme.

Elaine's approach

In all elements of her work, Elaine aims to help individuals, team, and organisations find their potential and improve commercial performance. With her intuitive, supportive, yet challenging approach, Elaine encourages clients to find their 'edge', helping them to break through barriers, step beyond their comfort zones and exceed the expectations of themselves and others.

Elaine works with clients and individuals to build bespoke programmes to identify and meet their specific needs. She is highly qualified for coaching and is trained in psychometric analysis and in-depth 360-degree feedback, among other development tools.

Areas of expertise

- Executive, High Potential, and Performance Coaching
- Leadership Development
- Team Development
- Cultural Change Consultancy

Elaine's background and experience

Before starting her own consultancy, Elaine held several senior roles in large-scale commercial businesses. This included her positions as Head of HR and Head of Talent and Development for Heathrow and People Lead for the new Terminal 2, where she managed leadership and team programmes for over 500 employees. Prior to this, she held a European wide HR role for Tesco and was also a Superstore Manager leading a team of over 500 people ensuring profit and excellence in operations and customer service. These previous roles inform her understanding of the link between commercial success, leading teams and talent development.

Elaine is also a fully qualified yoga teacher. This knowledge and expertise helps her to advise clients on the more internal and personal aspects of talent development such as resilience, emotional intelligence, mindfulness, and well being.

Professional qualifications

- Senior Practitioner Coach-Mentor (APEL) EMCC accredited
- Practitioner and facilitator in systemic coaching and constellations
- Completed 500 hours of organisational TA training at TA Works
- Time to Think Foundation with Nancy Kline
- Test User Occupational Ability and Personality (Level A&B)
- Myers-Briggs Type indicator (MBTI)
- Saville Consulting WAVE
- Insights Discovery
- Hogan Assessments
- EQ-i 2.0 / EQ360
- Human Synergistics – Organisational Cultural, Leadership, Group Styles Inventory
- British Wheel of Yoga Accredited Diploma in Yoga Teaching