

**STELIANA VAN DE RIJT-ECONOMU – CERTIFIED EXECUTIVE COACH**  
**MEMBER OF ICF (INTERNATIONAL COACHING FEDERATION)**



Steliana has twenty years of experience as HR/OD manager and Leadership Development consultant for companies such as Shell, Vodafone and Nike. She has been a certified coach since 2011, focusing initially on coaching high potential professionals and later specializing on coaching women in business. Her contribution to feminine leadership through her book [Mothers as Leaders](#) was recognized through the 2019 Global Women International Network Award. In 2020 she founded [mothersasleaders.com](http://mothersasleaders.com) the first leadership development community for mothers.

### AREA OF EXPERTIZE

- Unlocking the power of parenting for personal and leadership development
- Developing leaders and high potentials – EMCC Accredited Coach practitioner since 2011
- Systemic team coaching – Advance MA Diploma/Sr. Practitioner since 2019

### COACHING STYLE

Steliana has an empathetic but at the same time energetic style to her coaching, focusing on clarifying the client's goals and uncovering the assumptions that stop progress. She is a good listener but at the same time brings structure and flow to the dialogue. She helps clients to develop a tailor-made programme which helps them uncover their strengths, vulnerabilities, needs and challenges through reflection, feedback and practice. Her unique strength is the intuition to uncover the issues by listening, asking questions and creating a safe environment. When coaching women, she enables them to see the broader picture in the system of expectations they operate in and, through listening and questioning helps them build the confidence to leverage their emotional intelligence, intuition and sense of life perspective that comes with motherhood

### TRAINING

Team Diagnostic Survey (TDS), R. Wageman certification, 2018  
 Academy of Executive Coaching London: Systemic Team Coaching Master degree diploma (2019)  
 I-Coach academy: Coaching Practitioner certified by EMCC (2011)  
 Kantor Institute: Structural Dynamics practitioner accreditation (2016)  
 Ken Blanchard companies: Situational leadership accreditation (2016)  
 MBTI Step I certified (2011)

### CLIENTS

Managers/ Executives/VPs and women/ mums living usually in Europe. She coaches in English, Dutch or Romanian.

*“After our first session, whenever I felt stuck, I kept using the question you asked: ‘turn it around’ and found this very helpful for moving myself on and changing my perspective.”*

*(Client (Louise. Editor from London)*

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