



SPARKLE

EXECUTIVE COACHING

*Helping leaders & teams thrive
in complex and fast-changing environments*

www.sparkle-globalcoaching.com

WHAT IS SPARKLE EXECUTIVE COACHING?



- Sparkle Executive Coaching is a boutique coaching company that empowers leaders and teams worldwide to unlock their potential with clarity, courage and humanity.
- Our company was officially launched in 2021 in Suzhou, China, with a clear focus on international development.
- We continues to grow each year and has been regularly adding new niches to its offer: Leadership and Team coaching, both supported by psychometrics tests.
- Sparkle is a small-size company and will remain so. Here, we value the relationship with our clients and think that keeping our company at a human size offers many advantages to them (flexibility, adaptability, affordability, responsibility, etc.).



Sparkle's headquarters, Suzhou

WHAT IS COACHING?

The International Coaching Federation (ICF) defines coaching as “**partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.**”

The process of coaching often unlocks previously untapped sources of imagination, productivity and leadership”.



Coaching isn't about fixing flaws. It's about amplifying strengths, uncovering blind spots and preparing you for the next level of leadership challenges.

WHAT KIND OF COACHING DOES SPARKLE OFFER?

1. *Leadership coaching*
2. *Team coaching*



IDENTIFYING YOUR COACHING NEEDS

What area(s) of leadership would you like to upgrade or review for you or for your team?



Navigating change



Improving Team Performance



Strategic Growth



Conflict & Communication



Emotional Intelligence



Personal Effectiveness

Challenges ()*

Resistance
Uncertainty
Low morale

Low engagement
Poor collaboration
Toxic relationships

Micromanagement
Short term focus
Risk aversion

Tension
Misunderstanding
Defiance

Low empathy
Emotional outburst
Defensiveness

Overload
Burnout
Micromanagement

Coaching topics ()*

Collaboration
Adaptability
Trust

Motivation
Cohesion
Boundaries

Empowerment
Vision/Alignment
Decision making

Open dialogue
Mediation/Coaching
Conflict management

Self-awareness
Stress management
Resilience

Delegation
Priorization
Self-confidence

LEADERSHIP OR TEAM COACHING?



OUR GOAL

To empower leaders to grow, inspire and lead with lasting impact.

Unlock collective potential and turn your team into a high-performing and cohesive force.

OUR MISSION

- **Impact:** we want you to make a lasting difference.
- **Performance:** we want you to be successful.
- **Responsibility:** we want you to take ownership of your actions.
- **Happiness:** we want you to enjoy being a leader every day.
- **Inspiration:** we want people to feel inspired by your leadership style.

- **Cohesion:** we want your team to connect as a united whole.
- **Growth:** we want your team to learn together to achieve your vision and reach your company goals.
- **Trust:** we want your team to be confident that each decision taken by each other is the best.
- **Creativity:** we want your team to drive innovation to stand out from your competitors.
- **Responsibility:** we want your team to take ownership of their actions.

YOUR BENEFITS FROM COACHING



01 Enhance decision-making skills
Improve your ability to make informed and effective decisions

02 Build stronger relationship
Improve relationships with colleagues, managers and team members

03 Strengthen strategic thinking
Gain insights on thinking strategically about long-term organizational goals

04 Refine conflict resolution
Develop strategies to resolve conflicts effectively within the team

05 Navigate change management
Gain insights on managing organizational change effectively

06 Enhance Emotional Intelligence
Develop self-awareness and empathy to motivate and inspire your team

07 Develop communication techniques
Refine your communication skills for better interpersonal interactions

08 Personal growth
Set personal goals and work towards your professional development as a leader

09 Adaptability & Resilience
Prepares teams to navigate change and uncertainty effectively

10 Greater accountability
Promotes ownership of responsibilities and results

11 Better conflict resolution
Equips teams with tools to handle disagreements constructively

12 Higher performance
Aligns goals and roles to maximize efficiency and productivity



TRUSTED BY LEADERS FROM:



Pharmaceutical - Aerospace & Defense - Industrial Paints - Recruitment - Transportation - Change Management - Coaching/Consulting/Training - Universities - Tourism - HVAC - Indoor Wellbeing - Textile - Tobacco - Waste Management - Journalism - Packaging - Sports - Engineering - Craft Industry - Gearboxes.



Caroline gave me my confidence back, and by rephrasing my thoughts, she showed me that I am a strong person, “just” carrying a burden that I can leave at any time as soon as I decide to.

She reminded me that I’m the only person who can define myself and those exterior events and toxic people cannot dictate who I am.

K - Manager (France)

Caroline brought a wealth of knowledge and experience that helped us to identify and utilize our individual strengths.

Her expert counselling gave us an opportunity to discover ourselves better, and with patience, she provided us with the guidance and tools we needed to navigate the challenges we faced.

Thanks to her support and guidance, we were able to work together more effectively, achieving our goals and surpassing our own expectations.

Looking back on our experience with our coach, we realize just how much she contributed to our success and we are grateful for the wisdom and insight she shared with us.

J. - Entrepreneur (Hong Kong)

*“Dear Caroline,
I’m writing to express my sincere gratitude for your participation as a guest speaker at our webinar. Your presentation was informative, engaging, and thought-provoking. Really a great Session; One more mentor added to my list.”*

*S. – Head of University
(Pakistan)*

THE ASSETS OF SPARKLE EXECUTIVE COACHING



01

Personalized attention

We provide a very personalised experience as can tailor our offer to fit your unique needs and goals.

02

Flexibility

We adapt more quickly to changes. This agility offers more customized services or pivot strategies as required.

03

Affordability

We offer more competitive pricing compared to larger firms, making coaching services more accessible.

04

Accountability and Motivation

Sparkle can offer consistent follow-ups and check-ins, which helps you stay accountable, motivated and focused on your goals.

05

Strong client relationships

Our smaller size allows for deeper relationships between you and us, enabling better understanding and better emotional support throughout the coaching programme.

06

Long-term partnership

We focus on developing long-term relationships and support you through the various stages of your personal or professional journeys.

ABOUT CAROLINE DUSSUEIL, SPARKLE'S FOUNDER



- **Operational and Entrepreneurial experiences:**
 - 15-year experience in global organisations as Supply Chain and Purchasing manager (before moving to coaching)
 - Strong corporate background in Fortune 500 and international companies
 - Deep knowledge of Fortune 500 management culture, language, codes, etc.
 - Designer of Leadership and Team workshops
 - Speaker for Universities and Business Schools
 - Ex-Board member
 - Founder and owner of Sparkle Executive Coaching

- **Fluent in French and English**

- **Extensive multicultural experience:**
 - 14 years of expatriation in 3 different countries (UK, Dubai and China)
 - Deep knowledge of the Expatriation culture and habits
 - At the heart of Asia/Pacific with strong roots in Europe
- **Coaching certifications, all recognised by the ICF* and/or the EMCC**:**
 - Transformational, NeuroMindfulness, Team coaching,
 - Psychometric tests
 - ICF member



CONTACT US



www.sparkle-globalcoaching.com
caroline@sparklecoaching.cn



www.linkedin.com/in/caroline-dussueil



Wechat ID: wxid_t5yohaziw4wf22



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Every success story starts with a sparkle!

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