



# Cactus

coaching for courageous careers and limit-defying lives

At **Plantfood Coaching**, we work with people who are very deeply connected to the mission of the charity or organisation they serve. We call them **Cacti** - individuals shaped by lived experience, resilience and a strong sense of purpose.

*Cacti* have survived tough environments, grown through challenge, and developed powerful ways of coping. Now, many are ready to move from survival into growth, impact and fulfilment.

## Who are *Cacti*?

*Cacti* are often drawn to their cause because of personal experience, adversity or trauma. They care deeply about the mission because it reflects something meaningful in their own lives.

They are people who:

- Have developed strong survival strategies and resilience
- Are inventive, resourceful and adaptable
- Care deeply about making a difference
- Have faced real systemic barriers
- May be neurodiverse or disabled or may have experienced discrimination
- Want their work to feel purposeful and aligned with their values
- Feel stuck or unsure about their next step

*Cacti* have already overcome a lot. But sometimes, the very strategies that helped them survive can make it harder to move forward. They may struggle to tell the difference between real external barriers and internal limiting beliefs, especially when the odds have not always felt in their favour.

## Why *Cacti* Matter

*Cacti* bring lived experience, insight and emotional intelligence into their organisations. They understand the communities they serve on a deeper level and often show exceptional empathy, creativity and commitment.

But carrying that personal connection to the mission can also be emotionally demanding. Without the right support, *Cacti* can feel:

- Burnt out
- Overlooked and misunderstood
- Stuck in survival mode
- Unsure of their potential
- Disconnected from their long-term goals

When *Cacti* are supported properly, something powerful happens.

- They reconnect with their strengths

- They build confidence in their voice
- They gain clarity about their direction
- They feel more in control of their future

And the impact ripples out into their teams, services and communities. Because when *Cacti* thrive, everyone benefits.

### **The Cactus Framework**

Our Cactus coaching framework is designed to help individuals:

- Recognise and honour their lived experience
- Separate real barriers from limiting beliefs
- Build confidence in their unique abilities and potential
- Develop sustainable ways of working
- Create a career path that feels purposeful and achievable

This is not about fixing people. It is about helping them move from surviving to thriving.

The programme offers a supportive, trauma-informed space where *Cacti* can reflect, grow and build practical tools to support their personal and professional development.

We also work with HR and operations teams to create organisational conditions that allow *Cacti* to thrive:

- Coaching to nurture talent at all levels. including those who bring valuable lived experience to the organisation and those leaders who are supporting them.
- Our 'Leading with Emotional Intelligence' workshops aimed at all leaders, from CEOs through to front line supervisors.

### **Outcomes for Individuals**

*Cacti* who have taken part in our coaching programme are likely to report:

- Greater confidence in themselves
- Improved clarity about their goals
- Stronger boundaries and energy management
- Less self-doubt and imposter thoughts
- A renewed sense of purpose
- Feeling more hopeful about the future

Many tell us they feel more grounded, more capable, more optimistic and more in control of their direction.

### **Outcomes for Organisations**

For organisations, the Cactus Programme helps to:

- Retain talented people with lived experience
- Build inclusive, supportive cultures
- Develop confident and capable staff
- Reduce burnout and disengagement
- Strengthen emotionally intelligent leadership

When people feel seen, supported and valued, they stay, grow and contribute more fully.

## **Our Belief**

People shaped by adversity bring powerful strengths into the workplace which drive the whole mission of the organisation forward. Their resilience, insight and creativity deserve to be recognised, nurtured and supported. At Plantfood Coaching, we believe that when individuals are given the space to grow in ways that honour their lived experience, they do not just survive - they thrive.

## **Testimonials from Cacti**

*My words on a LinkedIn recommendation can't fully explain how good Katie is at what she does - she's a fantastic coach. Katie has been providing coaching sessions to me over recent months to support me in all things life and business, and I've never once got off a call with her without thinking "that really helped." I connected with Katie several years ago on LinkedIn, we've supported each other's journey and now I've become one of her coaching clients. If you're an individual or organisation seeking coaching services, I'd highly recommend reaching out to Katie for a consultation call.*

### **Founder of an organisation offering consultancy on flexible working practices**

*After a period of personal and professional upheaval and change, I was ready to find a coach to help me navigate and let go of limiting beliefs, unhelpful narratives and habits, so that I could begin functioning again from a place of potential and purpose. I was so lucky that I found Katie to be my coach; she was patient, insightful, always wise and encouraging. She allowed me to go at my own pace and was ready to dig deeper to uncover what the core of the issue was. She offered practical steps taken from her extensive coaching knowledge and expertise, and reading recommendations too, so that I could continue my practice and enquiry between sessions. She has equipped me with all that I need to go forward into 2026 with a much more focused, and intentional mindset, and I can't wait to see where that takes me!* **Founder of an organisation supporting midlife women to thrive professionally and personally by increasing their visibility and impact**