



Sunflower

coaching for flourishing leaders who inspire with purpose

At **Plantfood Coaching**, we work with emerging and senior leaders in mission-led organisations who want to make a meaningful difference. We call them Sunflowers - leaders whose presence, care and insight help others to grow.

Who are Sunflowers?

Sunflowers are often the people holding the whole organisation together. They are the ones who:

- Dream big and are always looking ahead to what's next
- Want to increase their influence for good
- Care deeply about their teams and the people around them
- Carry self-doubt, imposter thoughts or pressure behind the scenes
- Value authenticity, even when they are still finding their own leadership voice

They may be stepping into leadership for the first time or have years of senior-level experience. What they share is a need for space to breathe, reflect and reconnect with who they really are as leaders - alongside practical tools to help them lead with confidence and clarity.

Why Sunflowers Matter

Sunflowers working in charities and mission-led organisations shape the culture of their environment, support others through change, and carry the emotional weight of leading others while still delivering results. Yet they do not always receive the care, investment or space they give to others. However, when Sunflowers are supported properly, something powerful happens.

- Their confidence grows.
- Their relationships with other stakeholders become stronger and more impactful.
- Their leadership presence deepens.
- And the ripple effect is felt across teams, services and communities.

Because when Sunflowers thrive, everyone around them benefits too.

The Sunflower Framework

Our Sunflower coaching framework is designed to help leaders:

- Understand and embrace their unique leadership style
- Build confidence in their voice, decisions and impact
- Feel steadier when facing pressure, change or challenge
- Create a personal leadership roadmap that feels purposeful and aligned

This is not about fixing people. It is about helping them feel more grounded, capable and connected to what matters most to them.

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

- Coaching to nurture leadership talent at all levels. including newly promoted managers
- Our 'Leading with Emotional Intelligence' workshops aimed at all leaders, from CEOs through to front line supervisors.

Outcomes for Individuals

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

- A stronger sense of who they are as leaders
- Greater confidence in difficult conversations
- Healthier boundaries around their time and energy
- Less stress and fewer imposter thoughts
- Renewed motivation and clarity about what comes next

Many tell us they feel like themselves again, more self-assured, more organised, more productive and more hopeful.

Outcomes for Organisations

For organisations, Sunflowers coaching helps to:

- Retain talented leaders who feel valued and supported
- Build happier, more connected teams
- Strengthen emotionally intelligent leadership cultures
- Deliver strategic priorities with confidence and care

When leaders feel supported, people stay, grow and perform better.

Our Belief

Mission-led organisations thrive when their leadership talent is recognised and nurtured. And individuals thrive when their originality, strengths and humanity are welcomed. By coaching Sunflowers, we help leaders and organisations flourish with purpose, integrity and joy.

Testimonials from Sunflowers

Working with Katie at Plantfood Coaching has been a truly transformative experience that has had such a positive impact on my career. From the beginning, Katie provided a real safe and supportive environment where I felt able to openly discuss challenges and aspirations. Throughout the sessions, I've gained strategies to help deal with complex workplace issues; I went away with something tangible after each session.

One of the most significant outcomes of our coaching was Katie's ability to support me to analyse the things that were holding me back. Katie guided me in identifying and overcoming internal barriers that were hindering my progress. This self-awareness has enabled me to grow and lead with greater confidence and effectiveness. My colleagues have also noticed a change in me, which is testament to the coaching I have received.

The coaching that Katie has provided me with has been instrumental in me securing a recent promotion. I'm so grateful for Katie's guidance and support. Her expertise have not only helped me achieve my career goals but also been a catalyst for personal growth. Katie has helped me navigate imposter syndrome and given me some life-long

tools to be a successful and effective leader. I wholeheartedly recommend Katie's coaching sessions!" **Director of Digital Transformation at a homelessness charity**

My coaching sessions have been incredibly insightful, supportive and thought-provoking. I feel heard, guided and challenged positively. I've started setting clearer boundaries by knowing when to say no and being in control of my work schedule rather than it controlling me. I have a clear start and end to my day with lunch breaks in place now as well. Katie's calm presence and reflective questioning are very effective, and it has already made a noticeable difference in how I show up in both personal and professional contexts. **Governance and Operations Co-ordinator at a charity supporting young people with leadership ambitions**