



Wildflower

coaching for original thinkers and beautiful misfits

At **Plantfood Coaching**, we believe that some of the most talented people in your organisation don't fit the conventional mould, and that's exactly their superpower. We call these people *Wildflowers*: original thinkers, high-potential, non-linear talent whose creativity, insight and intuition are often under-recognised in traditional environments.

Who are Wildflowers?

Wildflowers are the people who:

- Bring unconventional ideas and fresh perspectives
- Solve problems in unexpected ways
- Thrive when given autonomy and flexibility
- Sometimes feel overlooked, misunderstood or constrained by traditional structures

They may be quiet and introspective or highly visible innovators, but they share common needs: freedom to experiment; time to innovate; support to leverage their unique thinking and strategies to harness their untapped potential.

Why *Wildflowers* Matter

Organisations often underestimate the impact of *Wildflowers*, yet they are the people who:

- Drive innovation and problem-solving
- Challenge outdated processes and assumptions
- Inspire others through creativity and authenticity
- Enhance organisational resilience and adaptability

When nurtured, their insight, energy and originality contribute directly to stronger engagement, higher retention and cultures where innovation flourishes.

The Wildflower Framework

Our Wildflower coaching framework is designed to help individuals:

- Understand and leverage their unique strengths and thinking style
- Navigate environments that weren't built for non-linear talent
- Build resilience, confidence and clarity
- Translate originality into impact without burnout

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

- Coaching programmes that reach beyond senior leaders to nurture talent at all levels
- Strategies for inclusive performance and career development
- Culture development that values creativity, individuality and wellbeing

Outcomes for Individuals

Participants in the Wildflower coaching programme often experience:

- Increased clarity and confidence in their career and decision-making
- Better management of energy, stress and wellbeing
- A stronger sense of purpose and alignment with their work
- Practical strategies to turn originality into measurable impact

Outcomes for Organisations

For organisations, Wildflower coaching helps:

- Unlock the potential of non-linear talent across the organisation
- Build cultures where innovation, accountability and collaboration coexist
- Strengthen employee engagement, retention and productivity
- Demonstrate ROI through targeted, measurable coaching initiatives

Our Belief

We believe that organisations thrive when people are free to be their best selves, and individuals thrive when their originality is recognised, supported and harnessed. By working with *Wildflowers*, both people and organisations flourish with integrity, purpose, and joy.

Testimonials from *Wildflowers*

"Coaching with Sara has truly been transformative for me. It helped me gain a deeper understanding of my personality type and core values, and how these influence my daily life. Through our sessions, I've shifted my thinking about my future goals by recognising the limitations of my previous perspectives. This newfound awareness has opened up exciting possibilities, leaving me feeling more optimistic and energised about the future." - **JW**

"Sara's knowledge is impressive; she understands my unusual interests and guides me to further reading. I've never felt judged, and I find it easy to be honest and vulnerable with her. I've come to understand that my thought patterns are completely normal, and my personality isn't so odd either. I've learned it's okay to acknowledge both my strengths and weaknesses without feeling like I'm failing or boasting. I've realised I still have so much to give, and that my happiness is tied to understanding my personality and needs. I feel heard and valued for who I am, and the platform Sara has provided has allowed me to arrive at what I need." - **Operations Manager, homelessness charity**