

| coding                            |                                |                                                        | participants                                                  |                                                                                       |                                                                                     |                                                                                                                                |                                                        |                                                                                                                                                        |
|-----------------------------------|--------------------------------|--------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| Questions                         | Codes                          | Notes                                                  | AFP1: Nthabiseng                                              | AFP2: Dipuo                                                                           | AFP3: Patricia                                                                      | AFP4: Lesedi                                                                                                                   | AFP5: Boitumelo                                        | AFP6: Lerato                                                                                                                                           |
| Glass ceiling barriers            |                                |                                                        |                                                               |                                                                                       |                                                                                     |                                                                                                                                |                                                        |                                                                                                                                                        |
| Career Journey progression        | Job title                      | 10 in management roles                                 | Regional operations manager (MM)                              | Payroll Manager (MM)                                                                  | Senior Accountant MM)                                                               | Branch Manager (JM)                                                                                                            | Branch Manager (JM)                                    | Financial Controller (MM)                                                                                                                              |
|                                   | Experience                     | 10 respondents provided number of years being employed | 27 years                                                      | 15 years                                                                              | 10 years                                                                            | 10 years                                                                                                                       | 3 years                                                | 10 years                                                                                                                                               |
|                                   | Education                      | 9 respondents provided qualification                   |                                                               | Degree                                                                                | Diploma                                                                             | International Diploma                                                                                                          | Tourism Management Certificate (on hold)               | Chartered Accountant                                                                                                                                   |
|                                   | Career progression             | 44 quotations on positions held by respondents         | 5 positions in history                                        | 5 positions in history                                                                | 4 positions in history                                                              | 4 positions in history                                                                                                         | 3 positions in history                                 | 3 positions in history                                                                                                                                 |
|                                   |                                |                                                        |                                                               |                                                                                       |                                                                                     |                                                                                                                                |                                                        |                                                                                                                                                        |
| 1. Factors driving career journey |                                |                                                        |                                                               |                                                                                       |                                                                                     |                                                                                                                                |                                                        |                                                                                                                                                        |
| a. Cultural                       |                                |                                                        |                                                               |                                                                                       |                                                                                     |                                                                                                                                |                                                        |                                                                                                                                                        |
|                                   | Values                         |                                                        | provide education for children/Worked hard to be where she is | provide education for children/Has to work hard to cover for not being the stereotype | Works ten times harder to be recognised and be recognised                           | provide education                                                                                                              |                                                        | Here because of choices she made as opposed to her peers                                                                                               |
|                                   |                                |                                                        | Setting example for children/role model                       | Setting example for children                                                          |                                                                                     | Setting example for kids/Father motivated her to get educated                                                                  |                                                        |                                                                                                                                                        |
|                                   | Societal expectation           |                                                        |                                                               |                                                                                       | Influenced career choice accounting viewed as respectable profession                |                                                                                                                                |                                                        |                                                                                                                                                        |
|                                   | Childhood background           |                                                        | Raised by single parent                                       | No one educated in family/Father was a supportive male pushing her                    | coming from a black family you want to become successful                            | single father raised them to educate themselves                                                                                |                                                        | Family don't understand what I do but they support me                                                                                                  |
|                                   | Stereotypes                    |                                                        |                                                               | Girl child should be in kitchen working and groomed for marriage                      | black community looks down on certain qualifications, can't earn a living from them | Father didn't like level of education and wanted qualification of value for daughter hence the Cambridge International diploma | Sexuality (lesbian)/ treated differently/ being tabled |                                                                                                                                                        |
|                                   | Patriarchy inclusion/exclusion |                                                        |                                                               |                                                                                       |                                                                                     |                                                                                                                                | Works in male dominated field                          | if you are not a white male or white opportunities are limited                                                                                         |
|                                   | Hardwork                       |                                                        | Worked hard to be where she is                                | Has to work hard to cover for not being the stereotype                                | Works ten times harder to be recognised and be recognised                           |                                                                                                                                |                                                        |                                                                                                                                                        |
|                                   |                                |                                                        |                                                               |                                                                                       |                                                                                     |                                                                                                                                |                                                        |                                                                                                                                                        |
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|                                   |                                |                                                        |                                                               |                                                                                       |                                                                                     |                                                                                                                                |                                                        |                                                                                                                                                        |
| b. Individual                     |                                |                                                        |                                                               |                                                                                       |                                                                                     |                                                                                                                                |                                                        |                                                                                                                                                        |
|                                   | Education                      |                                                        |                                                               | I must follow books and I must say it has helped, it has changed a lot.*3             |                                                                                     |                                                                                                                                |                                                        | When I joined the company I was not a CA so I had to write my exams. The first three years I was studying, the last two years, last year and this year |
|                                   | Resilience                     |                                                        | willing to learn                                              | Independent                                                                           |                                                                                     | Stuck it out even when she was not accepted                                                                                    |                                                        |                                                                                                                                                        |
|                                   | Goal driven                    |                                                        | Achievement oriented                                          | Driven by wanting a comfortable life                                                  | Wanting to be successful                                                            |                                                                                                                                |                                                        | likes challenges/but gets bored easily                                                                                                                 |
|                                   | Attitude                       |                                                        | Soft hearted                                                  | Independent                                                                           | Ambitious                                                                           | Passion for job                                                                                                                | Outspoken/ can confront situations                     | Self identity/discipline                                                                                                                               |

|                   |                                 |  |                              |                                                                                     |                                                                                        |                                            |                           |                                                                                                                                                                                                                                                                                                                                                                                                           |
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|                   | Social position                 |  | Motherly                     |                                                                                     |                                                                                        |                                            |                           |                                                                                                                                                                                                                                                                                                                                                                                                           |
|                   | Attitude of significant other   |  | Supportive, also works hard  |                                                                                     |                                                                                        |                                            |                           |                                                                                                                                                                                                                                                                                                                                                                                                           |
|                   | Marital status                  |  | Married                      |                                                                                     |                                                                                        |                                            |                           |                                                                                                                                                                                                                                                                                                                                                                                                           |
| c. Organisational | Development opportunities       |  | Growth opportunites provided | Growth and exposure                                                                 | Funding education                                                                      | Has been provided development opportunites |                           | : Honestly, in this company if you're not ... now I'm going to say something that is not right, but I feel like in this company if you're not necessarily a white male or white, the opportunities are limited in such a way that ... I don't know, I feel like for me when I got here there were no opportunities because there were a lot of people that were occupying positions that I could go into. |
|                   | Promotion opportunities         |  | Promoted over the years      |                                                                                     | Left first company due to no room to grow nor training/ was promoted in second company | Fair promotional opportunites              |                           |                                                                                                                                                                                                                                                                                                                                                                                                           |
|                   | mentoring/coaching availability |  |                              | struggled with people who don't want to share knowledge, but that's slowly changing | Lack of support from management/ no mentoring in current role                          |                                            | mama lucky trained her    | Lack of mentoring opportunities/                                                                                                                                                                                                                                                                                                                                                                          |
|                   | Work/life balance               |  | sometimes works from home    | Required to work from home, which she tries not to do                               | Leaves office late/ fear of not coping with studies and dropping out/ time for son     | Works till late arrives late at home       | Spend most of timeat work | Put in extra hours no time for raising a family                                                                                                                                                                                                                                                                                                                                                           |
|                   | Recognition                     |  |                              | The previous company I was at recognised hard work, they rewarded hard work.        | It's really difficult as a black woman in a professional career to be recognised       |                                            |                           |                                                                                                                                                                                                                                                                                                                                                                                                           |

|                                             |                                        |  |                                                 |                                                                                                                                 |                                                      |                                          |                                                                             |                                                                      |
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|                                             |                                        |  |                                                 |                                                                                                                                 |                                                      |                                          |                                                                             |                                                                      |
|                                             | Institutional discrimination/exclusion |  |                                                 | It's getting better now, it's sort of happening slowly in preparation for take over, there is that possibility. Previously not. |                                                      |                                          | Works in male dominated field                                               | if you are not a white male or white opportunities are limited       |
|                                             | Remuneration/Reward                    |  |                                                 |                                                                                                                                 | Feels underpaid                                      |                                          |                                                                             |                                                                      |
| d. External                                 | Peer groups                            |  | Friend and business mentor                      | Looking to join SAPA / Friends from university motivate her/                                                                    | No professional associations yet/ wants to join CIMA | No external influence other than sister  | No professional associations                                                | Friends in field of study                                            |
|                                             | Policy                                 |  |                                                 |                                                                                                                                 |                                                      |                                          |                                                                             |                                                                      |
| 2. Challenges faced in career               | Communication                          |  | Unsatisfactory internal communication practices |                                                                                                                                 |                                                      |                                          |                                                                             |                                                                      |
|                                             | Team challenges                        |  | Illiteracy                                      | influx of inexperienced youth in industry                                                                                       | Team don't know what to do                           | No support from team members             |                                                                             |                                                                      |
|                                             | Organisational challenges              |  | Structural issues; budget issues                |                                                                                                                                 |                                                      |                                          |                                                                             | Feels stuck/bored in position                                        |
|                                             | Non favourable work environment        |  | Rude clients who swear                          |                                                                                                                                 |                                                      |                                          | Rude clients lack of respect from older people due to skin colour/ age/ sex |                                                                      |
|                                             | Unemployment issues in SA              |  |                                                 |                                                                                                                                 |                                                      |                                          |                                                                             |                                                                      |
|                                             | Training opportunities                 |  | lack of training opportunities for them         | lack of knowledge sharing                                                                                                       |                                                      |                                          |                                                                             | If you are not white or male opportunities are limited               |
|                                             | Lack of support                        |  | Company bosses not supporting staff             | lack of involvement in current role                                                                                             | Lack of management support                           |                                          |                                                                             | Support received is not what white males receive/ check proving self |
| 3. Impact of challenges on career           | Proving capabilities                   |  |                                                 | She has had to prove herself in her role                                                                                        | proving herself                                      |                                          | Ill treatment made her stronger                                             | Expected to fail when you get the position                           |
|                                             | blocking career                        |  |                                                 |                                                                                                                                 | she feels she has hit a brick wall                   |                                          |                                                                             |                                                                      |
|                                             |                                        |  |                                                 |                                                                                                                                 |                                                      |                                          |                                                                             |                                                                      |
|                                             |                                        |  |                                                 |                                                                                                                                 |                                                      |                                          |                                                                             |                                                                      |
| 4. Ideal career/worklife balance preference | Business                               |  | Catering business, Entertainment industry       | Wants to start own business                                                                                                     |                                                      |                                          |                                                                             |                                                                      |
|                                             | Education                              |  | Interior designing                              |                                                                                                                                 | Study further PHD                                    |                                          | Flexibility to study/Continue where she dropped of Tourism management       |                                                                      |
|                                             | Family                                 |  |                                                 | Wants more time with children and family                                                                                        | more time to be a mother                             |                                          | More time with partner and family                                           |                                                                      |
|                                             | Remuneration                           |  |                                                 |                                                                                                                                 | Be remunerated more                                  |                                          |                                                                             |                                                                      |
|                                             | Workplace                              |  |                                                 |                                                                                                                                 | Effective team                                       |                                          | Wants a normal Monday to Friday job, 8am to 5pm                             |                                                                      |
| Business executive coaching value           |                                        |  |                                                 |                                                                                                                                 |                                                      |                                          |                                                                             |                                                                      |
| 5. Desired goals for career                 | Private Business                       |  | Run own businesses                              |                                                                                                                                 |                                                      |                                          |                                                                             |                                                                      |
|                                             | Career Change                          |  | Interior designing                              |                                                                                                                                 |                                                      | Wants to be a Dr or motivational speaker |                                                                             |                                                                      |
|                                             | Further Education                      |  |                                                 | study further                                                                                                                   | studying further to obtain PHD eventually/           | Wants to study further                   |                                                                             |                                                                      |
|                                             | Career building                        |  |                                                 | join SAPA                                                                                                                       | CIMA/SAIPA Financial Manager                         | Is here because of financial need        | Wants to grow in the business                                               | Branch out into a different stream in Accounting- eg tax             |

|                                                                 |                      |  |                                                                             |                              |                                                                                                  |                                       |                                    |  |
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|                                                                 |                      |  |                                                                             |                              |                                                                                                  |                                       |                                    |  |
| a. How have things (values) changed over time                   | Education            |  | Studied psychology, wanted to do HR but happy to b in field closely related |                              | wanted to study a degree I accounting, that changed when she fell pregnant/ now studying further |                                       |                                    |  |
| 6. Support received to achieving goals                          | Mentorship           |  | Successful connections mentoring her                                        | Only mentorship              | currently on management programme through                                                        | Previous manager mentored her         | Mama Lucky taught her and mentored |  |
|                                                                 | Coaching             |  | Performance coaching from seniors linked to achieving company objectives    | Coaching related to the role | Underwent some coaching at business request                                                      |                                       |                                    |  |
|                                                                 | Emotional support    |  | Caring Manager (Karen)/ Family                                              |                              |                                                                                                  |                                       |                                    |  |
|                                                                 |                      |  |                                                                             |                              |                                                                                                  |                                       |                                    |  |
|                                                                 |                      |  |                                                                             |                              |                                                                                                  |                                       |                                    |  |
| 7. Have you/someone close participated in coaching intervention | Internal coaching    |  | Business objective/performance related coaching                             |                              | Underwent some coaching at business request                                                      | on the job training/ coaching on role |                                    |  |
| 8. If yes, coaching areas addressed                             | Performance          |  | Performance objectives                                                      |                              |                                                                                                  | Job related                           |                                    |  |
|                                                                 |                      |  |                                                                             |                              |                                                                                                  |                                       |                                    |  |
|                                                                 | Personal development |  |                                                                             |                              | Personal development                                                                             |                                       |                                    |  |
|                                                                 |                      |  |                                                                             |                              |                                                                                                  |                                       |                                    |  |
|                                                                 |                      |  |                                                                             |                              |                                                                                                  |                                       |                                    |  |
| 9. Experience of coaching relationship                          | Values               |  | Importance of values/respect                                                |                              | casual friendship/advisory                                                                       |                                       |                                    |  |
|                                                                 | Goal achievement     |  | achieving goals                                                             |                              |                                                                                                  |                                       |                                    |  |
|                                                                 |                      |  |                                                                             |                              |                                                                                                  |                                       |                                    |  |
| 10. Learnings from coaching experience                          | Confidence           |  |                                                                             |                              |                                                                                                  |                                       |                                    |  |

#### Statements My coach/ as a coach I

1. Self awareness probing
2. Wanted to know about feelings
3. Asked about family dynamics
4. Asked about behaviour when felt discriminated against
5. Asked about behaviour when opportunities were offered
6. Asked about factors that influenced behaviour
7. Asked how thoughts influenced behaviour
8. Asked what thoughts gave positive feelings
9. Asked what thoughts gave negative feelings
10. Asked about individual effectiveness at work
11. Asked about team effectiveness at work
12. Asked about effectiveness of relationship with line manager
13. Asked about self-directedness
14. Asked about levels of trustworthiness with colleagues
15. Asked about personal growth and change

SA  
SA  
SA  
SA  
NAoD  
SA  
NAoD  
SA  
SA  
SA  
SA  
NAoD  
SA  
SA  
A  
SA

#### Issues not covered in questions

#### Abbreviations

MM (Middle Management)  
JM (Junior Management)  
SA (Strongly Agree)  
NAoD (Neither agree or disagree)  
A (Agree)



| AFP7: Valencia                                                                                                                                                                                                                                                                                                                                    | AFP8: Beauty                                                                                                    | AFP9: Jessica                                                                                                                                                                                | AFP10: Thato                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| Publicity Manager (MM)                                                                                                                                                                                                                                                                                                                            | HR Manager (MM)                                                                                                 | National operations Manager (SM)                                                                                                                                                             | Business Owner (previously senior manager) |
| 7 years                                                                                                                                                                                                                                                                                                                                           | 10 + years                                                                                                      | 7 years                                                                                                                                                                                      | 9 years                                    |
| Degree                                                                                                                                                                                                                                                                                                                                            | Diploma                                                                                                         | Diploma                                                                                                                                                                                      | Degree                                     |
| 6 positions in history                                                                                                                                                                                                                                                                                                                            | 4 positions in history                                                                                          | 6 positions in history                                                                                                                                                                       | 4 positions                                |
|                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                 |                                                                                                                                                                                              |                                            |
| providing education to the nation                                                                                                                                                                                                                                                                                                                 | Role model (inspires husband)                                                                                   | Dedication and hardwork paid off                                                                                                                                                             | non                                        |
| improving the lives of black people                                                                                                                                                                                                                                                                                                               |                                                                                                                 |                                                                                                                                                                                              | non                                        |
|                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                 |                                                                                                                                                                                              |                                            |
| Family is big on education                                                                                                                                                                                                                                                                                                                        | Parents always wanted us to study/                                                                              | Family supportive about her job                                                                                                                                                              | non                                        |
| if you are black you are deemed incompetent/ check profile/ verify qualifications                                                                                                                                                                                                                                                                 | Mom was disappointed that she did not have a degree and still is other qualifications deemed better than others | Venda woman, don't look adult in the eye/ based on sex, age, gender people undermine you                                                                                                     |                                            |
| the industry is quite white and sexist to women/black woman has to be the right type of black/ dad motivated her to own her own business                                                                                                                                                                                                          |                                                                                                                 | /undermined because of age gender and skin colour/ male dominated industry/We used to have that in this industry whereby a woman will be told you can't do this role because you're a woman, | black female in white male dominated field |
|                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                 | Dedication and hardwork paid off                                                                                                                                                             |                                            |
|                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                 |                                                                                                                                                                                              |                                            |
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|                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                 |                                                                                                                                                                                              |                                            |
| Then English, it's neither here nor there, it's given me a good foundation in terms of education on really important authors and the industry, to an extent, but that's more a FYI, not to downplay an honours, but in publishing it's more of an FYI, it just helps that when you come in you know when they're like Brandon Sanderson, you know |                                                                                                                 |                                                                                                                                                                                              | honours degree                             |
|                                                                                                                                                                                                                                                                                                                                                   | pushed herself to learn                                                                                         |                                                                                                                                                                                              | Ability to bounce back                     |
|                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                 |                                                                                                                                                                                              |                                            |
|                                                                                                                                                                                                                                                                                                                                                   | Fighter                                                                                                         |                                                                                                                                                                                              | resilient                                  |

|                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                  |                                                                                                                                                                                                                                                                      |                                                                                                                              |
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|                                                                                                                                                                                                                                                                                                                                                                                        | supportive and is encouraged by me                                                                                                               |                                                                                                                                                                                                                                                                      |                                                                                                                              |
|                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                  |                                                                                                                                                                                                                                                                      |                                                                                                                              |
|                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                  |                                                                                                                                                                                                                                                                      |                                                                                                                              |
| Lucky to have received development opportunities in some companies                                                                                                                                                                                                                                                                                                                     | Attended courses and built network                                                                                                               | I have been taken to school and training                                                                                                                                                                                                                             | No development only provided to white counterparts when it started/ then she moved to a space of learning                    |
| got promoted quickly                                                                                                                                                                                                                                                                                                                                                                   | Was promoted over the years                                                                                                                      | promoted fairly quick, first black female to hold senior position in company                                                                                                                                                                                         | Had a couple of promotions in career history/ other promotions where just filling a position with no support/ticking the box |
| I tried. My first manager I meet up with when I'm in Cape Town but my issue with her is difference of opinion, I find her approach very backward and linear. A lot has changed in five years, management styles differ from person to person and I haven't found someone who I can speak to who's neutral. Everyone I consult other than my family is somehow involved in the industry | God gave me managers that support me/ coach and mentor me                                                                                        | have had coaching sessions/ mentorship by boss/yes, I've received mentorship and then my boss currently is my mentor, so he does mentor me weekly and he'll ask me what are my learnings for this week, what difference did you make, what initiative did you bring? | Lack of support from management                                                                                              |
| doesn't have a good worklife balance/fast tracking growth/ works after hours/ single no children                                                                                                                                                                                                                                                                                       | I could work from home/flexibility was there at BCX                                                                                              |                                                                                                                                                                                                                                                                      |                                                                                                                              |
|                                                                                                                                                                                                                                                                                                                                                                                        | She had moments where she'd be annoyed with me and one day she told me that the reason she becomes annoyed with me is because you have potential |                                                                                                                                                                                                                                                                      |                                                                                                                              |

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| the industry is quite white and sexist to women/black woman has to be the right type of black/ dad motivated her to own her own business/So there's a lot of discrimination in this industry but I think in general towards women and black women. It's almost like you're at the bottom of the societal chain, again, not to make yourself a victim but I think in terms of previously disadvantaged we were the most disadvantaged in this context, but it's not like much has changed. |                                                                    | /undermined because of age gender and skin colour/ male dominated industry/We used to have that in this industry whereby a woman will be told you can't do this role because you're a woman, | black female in white male dominated field                |
| Battle come prepared to the remuneration discussion                                                                                                                                                                                                                                                                                                                                                                                                                                       | Took on promotions/jobs without getting big increases              |                                                                                                                                                                                              | One boss remunerated her well, whilst another did not     |
| women in her family and mother are supportive                                                                                                                                                                                                                                                                                                                                                                                                                                             | SABP                                                               |                                                                                                                                                                                              | Registered psychometrist                                  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    |                                                                                                                                                                                              |                                                           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    |                                                                                                                                                                                              |                                                           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    |                                                                                                                                                                                              | Sexual harassment                                         |
| Institutional discrimination/ exclusion from network                                                                                                                                                                                                                                                                                                                                                                                                                                      | once felt excluded because of lack of qualifications               | Friends have moved away from her because they think she is out of their league                                                                                                               | hostile environment/ blocked when trying to make changes  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    |                                                                                                                                                                                              |                                                           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    | Some people want to see you fail                                                                                                                                                             | limited to white counterparts out of fear she would leave |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    |                                                                                                                                                                                              | minimal support from some of the management               |
| Always have to prove herself/frustrates her                                                                                                                                                                                                                                                                                                                                                                                                                                               | I've proven myself to everyone                                     | worked hard to prove that.../ I am goal driven and won't let it affect me                                                                                                                    | Fight off.....                                            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    |                                                                                                                                                                                              |                                                           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    |                                                                                                                                                                                              |                                                           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    |                                                                                                                                                                                              |                                                           |
| Own her own publishing business                                                                                                                                                                                                                                                                                                                                                                                                                                                           | specialise in role/write a book/be part of succession plan for coo |                                                                                                                                                                                              | Entrepreneur                                              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    |                                                                                                                                                                                              |                                                           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | more alone time to focus on herself                                | will need support from family towards being a CEO                                                                                                                                            | with flexibility should she have family and spouse        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | wants to be remunerated more                                       |                                                                                                                                                                                              |                                                           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    |                                                                                                                                                                                              |                                                           |
| Owning business has always been a priority                                                                                                                                                                                                                                                                                                                                                                                                                                                | write a book                                                       |                                                                                                                                                                                              | Own business/invest in other businesses                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    |                                                                                                                                                                                              |                                                           |
| studying towards a masters                                                                                                                                                                                                                                                                                                                                                                                                                                                                | is studying towards a degree                                       |                                                                                                                                                                                              |                                                           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    | CEO                                                                                                                                                                                          |                                                           |

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|                          |                             |                                 |                                                                                                    |
|                          |                             |                                 |                                                                                                    |
| Wants to study a masters |                             | Studied IT                      |                                                                                                    |
|                          | Diane                       |                                 | Clients and CEO client                                                                             |
|                          |                             |                                 |                                                                                                    |
| Family members           | husband                     |                                 |                                                                                                    |
|                          |                             |                                 |                                                                                                    |
|                          |                             |                                 |                                                                                                    |
|                          | job related coaching        | Group coaching                  | Yes                                                                                                |
|                          |                             |                                 |                                                                                                    |
|                          | job related                 | job related                     | Business related                                                                                   |
|                          |                             |                                 |                                                                                                    |
|                          | leadership development      | team dynamics                   | Time management/<br>Diversity management/<br>distinguished the important from the not so important |
|                          |                             |                                 |                                                                                                    |
|                          | open and honest/encouraging | no relationship as it was group | good relationship/related to her                                                                   |
|                          |                             |                                 |                                                                                                    |
|                          |                             |                                 |                                                                                                    |
|                          | leadership skills           |                                 | Business management/diverstiy management/time management                                           |

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