

Selma Burnett-Pronk Facilitator/Coach



Selma is an experienced Leadership Coach and Facilitator who loves to combine action and reflection. She specialises in leadership, career transition and developing high-performing teams. She believes that there is much more potential in teams and individuals when they actively seek that creative space and challenge themselves to use that potential.

Selma is result driven with a people-oriented approach. Selma has worked as a Leadership Coach and Facilitator for many different companies including T-Mobile and British Petroleum, and across different industries including FMCG, Healthcare and NGO's (UNICEF, Red Cross). Having worked as a global Learning and Development Leader for the past 10 years for adidas, she is known to build creative and innovative learning solutions that are always directly linked to the strategic priorities of the business, including on a global leadership programme for experienced people managers and a High Performing Teams programme for leaders and teams.

In her team sessions and leadership programmes, she will always look for the stretch zones for the participants (and herself) to fully tap into the learning potential, create new perspectives and allow for new ideas to emerge.

Selma has a passion for working with teams and has a talent for being versatile and responding to the exact needs of each team. She strongly believes that each individual or team is unique and that's why Selma uses a wide range of proven tools, techniques and activities to fully meet the needs of the team.

Topics that Selma works on with her clients include:

- Building High Performing Teams
- 4 C's: Communication – Collaboration – Commitment – Creativity
- Leadership

Selma holds an MSc in Social Psychology, is a Certified Co-Active Coach (CPCC) and certified ICF coach (ACC). She is also certified in HOGAN and LIFO(r)-method.

Selma has always had a fascination for people and their relationships. Finding where the connection is, for herself and others, is something she's constantly doing in daily life. Her mission is to create space for human interaction at work.