

Coaching Bio

Dawn is an established coach, working with many clients to support their development. As a firm believer of the notion that “You cannot develop people, you must allow people to develop themselves”, she is known for “digging deep” with her coachees, getting under their skin and often uncovering hurdles that the coachee had not even anticipated were acting as barriers to their development. And she doesn’t stop there: she helps them jump those hurdles and discover their potential, both personally and professionally.

Dawn has always had an interest in people, stemming from studying for her psychology degree several years ago. Since then, she has worked on her own development, becoming an Associate member of CIPD, a qualified Practitioner of NLP and, of course, a Qualified Business Coach.

When Dawn coaches, she doesn’t give the answers, she works with her clients to find the answers themselves. In her one-to-one coaching sessions, she gives her coachees the tools to take ownership of their futures. Dawn’s coaching sessions are completely confidential, and everything discussed between Dawn and her coachees remains within the session; she is a true confidante. You can also be safe in the knowledge that she offers a non-judgemental approach in a safe space where no topics are ever off the table.

Dawn’s work history is exemplary: she’s worked across the public and private sector, predominantly in senior leadership roles and as a Managing Director, where her pragmatic and action-focused approach have earned her the respect of her peers and clients alike. Dawn has also been involved with a number of charities (and continues to be involved) and has been a School Governor. When she’s not working, Dawn has a keen interest in sport and fitness, acting as Chairperson of a local Netball Club, where she displays her leadership and coaching skills.

When Dawn founded Liiift, she knew she wanted to offer a unique coaching experience. Her clients, past and present, will tell you of the positive impact her coaching sessions have had. Quite simply, Dawn helps people figure out what is important to them, what goals they want to achieve and how to achieve them.

If you’d like to discuss how coaching may work for you or your employees, we offer a free and confidential 30-minute exploratory session with Dawn, so please get in touch today.

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Dawn Tolcher

Managing Director and Founder
Liiift

Read what Dawn’s coachees have to say here:

“I was referred for coaching by my manager who had noticed that I hadn’t been myself. In truth, I was unsure of my future at that time. I didn’t really know what I was going to achieve from coaching, however that all changed as soon as I had my very first session with Dawn. I left the session knowing that she was going to help me set the goals I needed to determine my future.

Dawn as a coach was exceptional. I knew that my sessions were completely confidential, and I felt able to discuss topics that I wouldn’t normally feel comfortable talking about. She listened to everything I had to say, and she didn’t give me the answers to issues – she helped me figure out the answers myself, giving me a clear path with attainable objectives. She is so approachable and relatable too.

Dawn’s coaching sessions have helped me greatly on both a personal and professional basis. I can’t thank her enough for what coaching has given me. I thoroughly recommend coaching with Dawn – in fact, I have already referred new clients to her!

– Branch Manager at Property Business

“I have known Dawn for 7 years now. During that time, we have worked together on numerous business projects. Through the medium of coaching, Dawn helped me to develop my thought processes, which has enabled me to adopt different strategic approaches to each different business I have worked with since. Coaching with Dawn has developed my professionalism, enabling me to see and evaluate situations clearly. Her coaching also had a massive impact on me realising how important it is to value the people you work with. I would recommend coaching with Dawn and Liiift to anyone!”

– Business Owner