

Sofia Bustamante, FRSA

Graceful Power



SPEAKER, TRAINER

Sofia is an inspirational speaker on topics related to empowerment, participatory design and courageous conversation. She is a Master Coach who has helped hundreds of people transform their careers, increase their impact and confidence.

Short Bio

During my engineering studies I became aware of the importance of human-human interaction and how we can better design the way we work together, tapping into our personal and collective power in a non-violent way. This is Graceful Power and I believe it is what is needed in current times

After working as an analyst and programmer I left the corporate world to pioneer my own vision. I retrained in several domains, won awards for my work and have been publicly recognised as a social innovator.

This enables me to teach and coach with authenticity on how to achieve high performance. My work as a social entrepreneur and innovator is about bridging divides, unleashing collective creativity and helping teams collaborate. My work with individuals is about empowerment and I use a combination of coaching, therapy, insights from martial arts and neuroscience.

IMPACT THROUGH EMBODIED TECHNIQUES

Sofia enables professionals to increase their impact through more personal presence and better ability to collaborate. She holds a Black Belt with the Isshinkai School of Aikido and enables people to benefit from insights in martial arts without needing to practice it.

PROCESS DESIGNER, SOCIAL ENTREPRENEUR

Sofia is skilled and trusted facilitator with mastery in her art, able to facilitate highly complex situations, involving conflict and chaos. She is a teacher, designer and trainer in facilitation methods. Her Masters Degree in Chemical Engineering led her to dare to better design human systems.

CONTACT

**SOFIA
BUSTAMANTE,
FRSA**

sofia@sofiabustamante.com

Tel: 07913088975



Sofia Bustamante, FRSA

Focus: Women



Particular Focus on Women in the Workplace.

A particular strength of mine is to coach careers and in particular those of women who are moving into positions of increasing levels of power and responsibility. The following challenge areas often show up with the women I work with. This is not an exhaustive list and it is common for women to show considerable strength in one or more of these areas, particularly if they are already performing highly. I have found these points helpful as a starting points and since every woman is unique, it will differ in each case. My aim is that none of these remain a problem area.

1

BEING VISIBLE

In workplace environments that tend to be male-dominated, it can take an extra level of confidence for women to be in the spotlight. I support women to move beyond their comfort zones and be seen for their abilities and contribution

2

BEING STRATEGIC

Women have proved themselves to show high strategic ability in a multitude of domains. I help women tap into their natural ability to navigate relationships and systems to achieve their goals.

3

MAKING REQUESTS

I often say that making requests is an understated art form. I help women to do this with confidence, which aside from enabling them to progress in their careers, also prevents despondency when contributions are sidelined.

4

TALKING ABOUT MONEY

Whether due to cultural or personal conditioning, treating money as a taboo topic will be an impediment in many fields. The ability to address financial themes is key for any negotiation. This seemingly innocuous point is often laden with assumptions about subjective and objective value. I help clients to negotiate confidently based on their own values and ethics.

5

SETTING BOUNDARIES

In my experience this is probably the most prevalent challenge for women and can show up in many areas. Having clear boundaries is a deceptively simple concept. I support women to strengthen theirs in the context in which they operate. This frees them to be more creative, have better relationships, improved control of their time and resources, and much less stress.

Sofia Bustamante

Approach



FAQ

How do I work with people?

I do talks, demonstrations, and workshops, both online and face to face. Sessions lengths vary:

Short: 10 - 30 minutes (Under one hour)

Medium: 1hr - 4 hours (Up to half day)

Longer: 1-3 days (Day-long or more)

What influences my work?

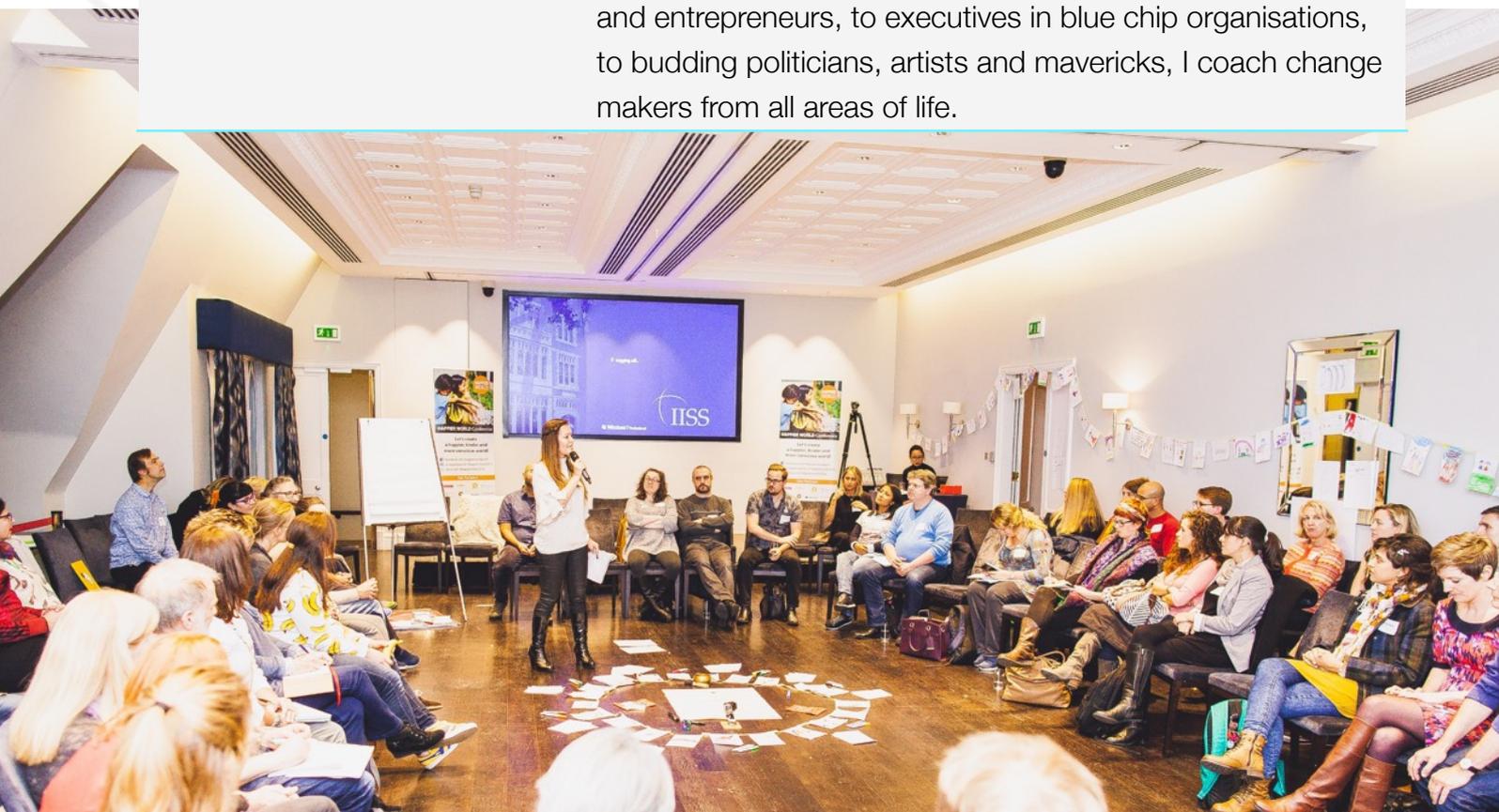
Much of my approach takes inspiration from the very solid approach to transformation to be found in the domain of martial arts. This is then combined with professional coaching, facilitation, game theory, neuroscience and therapeutic skills and more, to provide a highly customised service.

Why does an embodied approach create a significant advantage?

An embodied approach means that insights are integrated at a deeper level and therefore enable a more sustainable transformation which can be applied to multiple areas in a client's personal and professional life.

What kind of people do I work with?

From coaching people who want to move into CSR and sustainable development, to social and system engineers and entrepreneurs, to executives in blue chip organisations, to budding politicians, artists and mavericks, I coach change makers from all areas of life.



Sofia Bustamante

Highlights



Key Capacities and Experience



J.P.Morgan



Isshinkai
*Principled Aikido for the
Real World*



Process Designer

- Pioneered a holistic approach to participation in the economy
- Designed and ran coaching training programmes
- Design and run dialogue workshops for DCLG.

Performance Coach

- My approach straddles positive and mainstream psychology, acknowledging both environmental and attitudinal cause
- I use elements from coaching, therapy, martial arts, neuroscience and game theory to embed new habits of the mind in order to achieve sustainable behaviour change.

Embodied Leadership Trainer

- Achieved a Black Belt with the Isshinkai School of Aikido This enables me to bring elements and insights from martial arts to my 1-1 clients work and to my workshops.
- Teaching involves setting boundaries, finding one's centre, mindful movement and assertion through non-violence.

Recognition

- Winner, People's Vote, Women's' Social Leadership Award, Ogunte.
- Awarded London Leaders Status by the London Sustainable Development Commission - in association with The Mayors Office "for her innovative approach in contributing to a sustainable London Economy"

Sofia Bustamante, FRSA

Testimonials



Client Testimonials

“Sofia, you’ve helped to completely shift the way I relate to my personal and professional life. You’ve allowed me to move beyond the rational mind-based logic of my everyday habits. You’ve helped me connect, in ways I never thought possible, to the core of who I really am, my deepest motivations, and the rhythms and signals of my body. Your style is ever so gentle, and yet really breaks with convention, such that every session with you revealed all sorts of surprises and delights. Thank you for bringing a new kind of focus, calm and strength to my otherwise rather hectic world.’

Jonathan Robinson, Co-Founder of The Hub, (renamed to Impact Hub - entrepreneurial incubator network with over 77 hubs world wide).

“Sofia is one of the most natural facilitators I've come across. Her warmth and confidence from years of facilitation experience put the whole room at ease, and the results speak for themselves. I've watched groups seamlessly adopt the culture seeded by Sofia; proactively involving newcomers and the less outspoken, being unafraid to share their opinions honestly, and hosting themselves. I learned something new about facilitation each time I watch Sofia at work.”

Rebecca Trevalyan, Impact Hub Brixton and Founder of “The Library of Things”

“I was attracted to Sofia’s coaching style immediately, her ultimate belief in my inherent capacity to accomplish what I wish for my organization and myself. She really helped me to look directly at my own obstacles and shift them. Her enormous faith in me helped me to have more faith in myself and to lift the level of risk I was willing to take in my practice as a change agent.”

Sera Thompson, Governing Council, ALIA Institute.

Sofia Bustamante, FRSA

Graceful Power

CONTACT

**SOFIA
BUSTAMANTE, FRSA**

sofia@sofiabustamante.com

Tel: 0791 3088975

