



## About Bina Mathews

Bina has worked in and with senior levels in business in the UAE for 30 years, across the corporate, creative and media sectors, heading departments and working closely with the C-suite. An award winning credentialed Master Coach and Mentor, Bina specialises in supporting leaders and potential leaders to level up by gaining vital leadership skills - impactful communication, public speaking, employee engagement, conflict management, team building, goal setting and action planning. She combines NLP and the GROW model of Coaching to produce successful outcomes that are measurable and repeatable.

Bina was formerly Head of Internal Communications at UAE Telco du (eitc), prior to which she headed their PR team overseeing launch PR and brand building. She has also headed teams in International PR Agencies and been a freelance writer for leading UAE dailies.

Other roles:

Ambassador for the Global Impact Initiative;

Adjunct Faculty at Manipal University, teaching MA students PR, Corporate Communication, Media Management and Policy. A journalism graduate, Bina holds a post graduate degree in English Literature and Diplomas in Advertising and Corporate Communication.

Assistant Trainer at MindBridge NLP and Coach Trainings (Masters cohorts)

Mentoring Mentors: at EVOLVIN', a social enterprise that helps organisations in the UAE achieve a greater level of diversity and inclusion through socially responsible initiatives.



## Examples of Bina Mathews' work:

- Mentored and Coached Senior Industry professionals (from the Big 4 consultancies, hospitality sector etc.), who were assigned as mentors to young women from Africa participating in the Evolvin' Women program, now known as EVOLVIN'. These women were placed in the UAE hospitality sector to gain experience, which they would take back home and teach others.
- Delivered a 2-day Stakeholder Engagement workshop for the senior managers of a large multinational, which resulted in the resolution of multiple organizational and inter-department issues while they were in the workshop!
- Conducted a group Goal Setting workshop for the faculty and Heads of Departments of an international university, helping them to rectify the lack of alignment on departmental goals and revise policies and procedures so they were all supporting each other in working towards the same goals.
- Coached a wide range of entrepreneurs and senior leaders to build their leadership skills and capability and grow their business, by identifying the limiting beliefs and behaviours holding them back and converting them to empowering ones.
- Corporate Communication Consultant to the Abu Dhabi Executive Office. Audited existing internal communication system and created policies and processes for the organisation based on gap analysis.

## Accreditations

- Associate Certified Coach (ACC) - International Coaching Federation

## What clients say about Bina Mathews:

“In addition to individual coaching and mentoring, Bina conducts workshops for the mentees that are interactive, engaging and very impactful. Bina is a very confident and effective trainer, ensuring everyone is involved and keeping pace. Her content and method of delivery are well received and appreciated, resulting in improved performance. We are very grateful to Bina for her incredible contribution to our organisation.”

**Assia Riccio, Founder & CEO, Evolvin' Women**



“Coaching with Bina gave me the clarity I needed to take my already successful business to the next level, and grow exponentially as a leader and person. Best investment I've made!”

**Arun Koshi, Managing Partner Spencer Interiors & Contracting**

“Bina is an excellent coach and facilitator and has successfully delivered coaching workshops on various interesting topics to our international clients and community. Due to her confidence and credibility, she was also offered the opportunity to participate as a speaker at Global Learning and Development conferences along with The CoachLink. Her workshops were very informative, engaging and well received by the audience and the organizers.”

**Saleha Surti, CEO, The CoachLink**

“What makes Bina a great Executive Coach is she is an empathetic listener and paces her sessions to her client’s needs. She has a treasure trove of tools & methods to meet every challenge.

I met her when I was at a crossroads with scaling my design practice. Before I was ready to do this, I had to prepare myself for the internal and external challenges that lay ahead for any entrepreneur to lead her team and realize larger goals.

Some of the many breakthroughs I had with her were:

- making my agenda more internally driven, taking ownership of my wins and challenges and reminding myself that I am enough for everything I want to do.
- learning to close out the noise of other people’s expectations, judgements and validations.
- Setting harder goals & staying focused on growth.”

**FSR, Creative Director, Interior Design Firm**