



# CONSULTING SERVICES

COACHERE  
Coach and Consult

# BACKGROUND

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## To Improve is to Change

Whether you're an individual or a business, you must make changes in yourself or within your organisation if you want to make improvements. Making change is not easy, but necessary to evolve and grow, especially in today's world.

It can be even harder for women, who face additional challenges, especially in male-dominated industries. Still, it can be equally as hard for men as they try to embrace and navigate this new diverse world.

Coachere works to increase the self-awareness, resilience, confidence and performance of professionals in sales, solutions, partner management and executive leadership positions within the IT channel and adjacent industries.

We combine over 25 years of experience in sales, partner management, and executive leadership positions in the IT channel with various coaching techniques and methods, either by purpose-built workshops or one-to-one or group coaching and mentoring.

Passionate about people, partnerships, and a global award-winning track record, Coachere can also help organisations build meaningful relationships, profitable go-to-market strategies and vital partner ecosystems in the IT channel through consulting.



# ABOUT US

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## OUR STORY

I have had a successful sales and leadership career in the technology industry for over 25 years. During those years, I was critical to the build-out of one of the largest and most highly decorated, global award-winning Cisco practices in the UK. Most recently, I was Director of Partners & Marketing, responsible for CDW's strategic partners and Marketing for the UK and internationally.

On this journey, I became distinctly aware of the lack of females in both sales, technical and exec roles and made a conscious decision to help change that by becoming a supporter of Woman In Technology. I have been a member of numerous Partner Advisory Boards, with the most recent being IDC and I am a champion of initiatives helping young women into IT through partnerships such as the Stemettes.

A supporter of women, I equally advocate for men, as it's been mostly men who have supported my journey. To be successful, we need to support each other, and it doesn't stop at different genders. We should encourage and support a diverse range of cultures, backgrounds, opinions and views around the table.

Now a Worldwide Association of Business Coaches (WABC) Registered Corporate Coach™ (RCC™), ILM Accredited Business Coach, Leading Energy Profile Practitioner and motivated by making a difference, I founded Coachere. Combining my vast experience with coaching, I can help organisations work more effectively through better communication and collaboration and for individuals gain the confidence they need for success.

## OUR WHY

**“To inspire and empower others to be courageous, so that they realise their full potential and are the best version of themselves”**

**Yvonne Matzk RCC™ - CEO & Founder**





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## 1. Channel Consulting

Having had a successful sales, partner management and leadership career in the technology industry for over 25 years, I work with organisations to build the perfect ecosystem go-to-market value propositions.

Using my extensive knowledge of the IT channel and proven track record of building global award-winning partner practises, I work with organisations who want to understand the UK, EMEA and global partner dynamics.

Having been a member of numerous Partner Advisory Boards, including IDC, I have an extensive network of senior-level contacts across Vendors, Distributors and MSPs. Utilising this network, I work with organisations that want to accelerate their relationships with strategic partners in the UK.

“ Through a recommendation, we came across Yvonne. Her extensive knowledge of the channel, vast network of senior-level contacts across vendors and distribution, and previous experience asked her to consult on the project. Yvonne conducted an initial discovery session to scope out the project. She helped us identify the priority areas of the project, along with the ones that would have the most significant impact. Yvonne then worked with us to kick off the project, and because of her extensive knowledge and network has helped us accelerate and fast track to where we are today by holding us to account and pushing us forward.”

**Liam Delaney - Sales Director-CACI Ltd**

### Key Details

#### Perfect for:

- Organisations looking to build out the perfect ecosystem, joint go-to-market value propositions.
- Organisations who want to accelerate their strategic relationships with partners in the UK IT Channel.
- Organisations who want to understand the UK, EMEA and US Partner Landscape

#### Delivered:

-  ✓ In Person
-  ✓ Virtual

#### Duration:

 N/A

#### Investment:

To be discussed and is dependant on the requirement and length of engagement.



## 2. Corporate Consulting and Advisory

Having led a partner management and marketing division with revenue responsibility of over \$1.1bn, which grew organically and through acquisition, I work with organisations to help them navigate the growing pains that come with growing and scaling out an organisation.

We are highly experienced in re-structuring teams, making them "best in class", and understanding the challenges faced when integrating processes, roles and groups created by mergers and acquisitions.

Having also been part of the global integration team, responsible for the integration of Kelway, a UK and international business, with CDW, one of the world's most prominent global IT solution providers, I have first-hand experience with integrations across different cultures and geographies.

*“ We used Yvonne’s coaching, mentoring and advisory services and would not hesitate to do so again. Quite aside from her expert knowledge from her years of flying high in the channel, her approach is second to none. We will be working with Yvonne in the future with a broader remit across the entire business.”*

**Paul Shannon - CEO - ANS Group**

### Key Details

#### Perfect for:

- Organisations looking to grow and scale their teams to support future growth.
- Organisations who want to restructure teams, integrate processes, roles and groups created through mergers and acquisitions.
- Organisations who want to integrate teams across different geographies.

#### Delivered:



✓ In Person



✓ Virtual

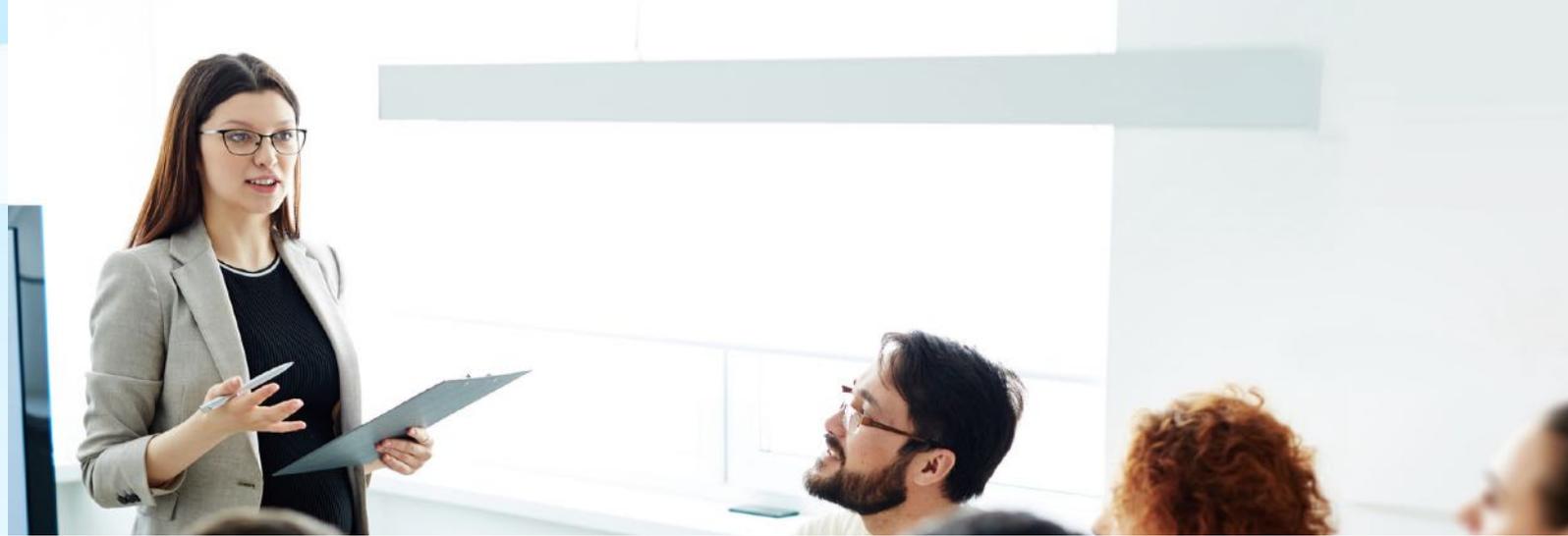
#### Duration:



N/A

#### Investment:

To be discussed and is dependant on the requirement and length of engagement.



### 3. Coaching Culture

Talent attraction is critical to establishing a high-performing and successful business, and personal development is necessary for talent retention. Coaching is the perfect solution to enhance your internal capabilities and support your leadership team.

Coachere makes coaching your top talent more affordable and accessible. By providing a regular coaching engagement, we can become an extension of your team, increase the performance of your talent and help make your organisation stand out from the crowd.

We can also work with you to build your internal mentoring programme and provide the training and support to be successful.

“ Coaching is something that we have always been very passionate about at CAE, our culture relies on it! However, as we grow and evolve, it becomes a bigger challenge to weave coaching conversations through all teams across the business. Yvonne has a way of building strong, trusted relationships in a short space of time – something that made her the ideal partner for our Coaching Conversations training. As such, several of our people offboarded their internal coaching journeys by joining Yvonne in a sequence of tailored coaching workshops. These workshops were critical to ensuring that the coaching culture at CAE deepened within teams. The delegates have gained a mentor in Yvonne; by offering support, advice and words of wisdom Yvonne has really helped the team grow and think differently outside of just coaching skills. ”  
**Natalie Hailey - People Services Director - CAE**

#### Key Details

##### Perfect for:

- Organisations looking to create a coaching culture, retain and develop talent.
- Organisations that want a more consistent and affordable coaching.
- Organisations that want to build out their own internal programmes.

##### Delivered:



In Person



Virtual

##### Duration:



N/A

##### Investment:

To be discussed and is dependant on the requirement and length of engagement.



## 4. Motivational Speaking

Coming from humble beginnings, lacking a degree, and carving a successful sales and senior leadership career in the IT industry spanning over 25 years, I work with organisations to help inspire and motivate the next generation of talent through keynotes or panel events.

You can't be what you can't see, and I have experienced first-hand what it feels like to be the only female in the room and deal with the challenges that come with it. challenges include imposter syndrome, bullying, misogyny, queen bees and boy's clubs.

Through my "This is Me" keynote, I talk through my journey from council house to coding, apprentice to a-list and all of the things I have learnt and experienced along the way. I aim to inspire and encourage anyone I can about achieving their goals by building resilience, reframing thoughts, reconditioning and a great work ethic.

As a CRN Women in Channel judge and having appeared on the CRN A-list for the last two years, I also participate in panel events.

### Key Details

#### Perfect for:

- Organisations looking to inspire and encourage the next generation of talent, especially from minority groups.
- Organisations wanting to host International Women Day Events.
- Organisations that want to attract talent through apprentice programs.

#### Delivered:

-  ✓ In Person
-  ✓ Virtual

#### Duration:

 N/A

#### Investment:

To be discussed and is dependant on the requirement and length of engagement.

# NEXT STEPS

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For more information, or a free discovery call contact us at:

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