



## Raymond Salzwedel

BSc, PHED

*A key to **transformation** is the simultaneous development of both the **context** of transformation (organizations and culture) as well as the **unit** of transformation (individuals and small groups).*

Raymond is a management consultant with 15 years experience in a range of industries from education, technology, supply chain management, FMCG, telecoms, financial services and HR. This diverse background provides Raymond with the capability to blend disciplines and synthesize innovative solutions. Raymond also offers detailed insights through careful and integrated analysis. He coaches leaders through organizational, team and personal transformation.

After graduating with a degree in Physics and Computer Science, and a diploma in Education, he started his career teaching high school mathematics, physical science, and computer science. Thereafter he invested several years in software development, IT architecture and business analysis.

Since 2005 he has been especially interested in the interaction between people and organizations, and spends his energy facilitating and co-creating architectures in the areas of systems analysis and design, strategy, leadership and organizational alignment, individual coaching and team effectiveness.

Raymond has contributed to, and learned from, clients such as Microsoft, Daimler-Chrysler, Mass Discounters, Sun International, De Beers, Denel, Accenture, MTN, Nestlé, Vodacom, South African Airways, JD Group, Anglo American, Nando's, Kagiso Media, New Leaders Foundation, ABSA, Sanlam, Standard Bank, FNB and nVisionIT. Raymond has a proven track record of delivery and personal credibility.

### **The Approach and Goal of Coaching**

*"My approach to coaching assumes that to each person gifts have been given for their own joy and for the good of others. The goal of the coaching process is to identify and build on existing gifts and strengths to allow a person to become authentically self-aware and self-regulating, for increased performance and effectiveness."*

### **Coaching for Personal Mastery**

Personal mastery is a process of repeatedly overcoming the inertia of fear and anxiety (which causes pressure to lower vision) and then taking action arising from change decisions. despite of delays between actions and results.

### **The Tools of Self-Regulation**

The role of the coach in a leader's personal mastery journey is to bring tools, models, and processes to the conversation, in a safe and confidential context, and to provide a mirror for insight and change.

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