

North East Coaching Collective

Julie Scanlon



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Coaching style

I enjoy supporting people to draw on their greatest resource – themselves – to maximise their potential, explore options, clarify and attain their goals. My approach is facilitative and client-led, offering individuals a safe space for reflection as well as support to take action. Clients are coached to find their own solutions and exit the coaching relationship feeling better equipped to face their challenges, present and future.

Key skills

I specialise in professional development coaching, executive coaching, career development and career change coaching. Previous clients have worked on issues such as career direction, values determination, decision-making, time management, prioritisation, work/life balance and tackling unhelpful behaviour patterns.

Career background

I started my business in coaching, training and consultancy in 2017. After a career of over fourteen years as an academic, I was keen to work more closely with my passion for social justice and to continue to help individuals, communities and organisations to be the best versions of themselves that they can be. In my training and consultancy work, I specialise in gender and LGBT equality, diversity and inclusion, supporting organisations and groups to understand and take action to redress inequalities. I have worked freelance for the LGBT Fed and am currently a freelance trainer with Changing Relations CIC, using arts-lead approaches to awareness raising on domestic violence and abuse. I also carry out external evaluation work, supporting a range of public and third sector organisations.

In my previous life as an academic, most recently for twelve years at Northumbria University, my expertise lay in how structures of gender and sexuality operate in society. I remain interested particularly in feminist activism. I also worked as a project manager at Sunderland University, leading on their work toward retaining a gender equality charter mark.

I have served as a trustee at two small north east charities that support opportunities for women and girls: Team Kenya CIO, where I was also vice-chair, and West End Women and Girls Centre. I am a board member of GENE - Gender and Entrepreneurship in the North East. I am an 'Ask Me' Change the Lasts ambassador, trained by Women's Aid, raising awareness of the right community response to domestic abuse.