



LIW | Leadership, not just leaders

**Liane McGrath**  
Associate Consultant  
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Since 2004, Liane has worked with LIW on a variety of clients ranging from manufacturing, building and engineering services, pharmaceutical, financial institutions, educational institutions to international government. Her breadth of experience with clients is paralleled by her depth of involvement, demonstrated by Liane's ability to engage at all levels of an organisation.

In a world where time to think is seen as a luxury, Liane is passionate about challenging individuals and organisations to stop and think about what they are trying to achieve and why – challenging the past, present and potential, in order to create an effective future. From here, Liane believes that success is predicated by how people connect with each other in order to have effective and meaningful interactions.

Liane specialises in leadership, strategy, life stage & gender, and communication. She collaboratively designs, develops and delivers programs and executive coaching assignments in consultation with her clients to maximise each individual's impact within the organisation. She engages with organisations, stakeholders, teams and individuals from board level and senior executives through to first line managers. Her coaching and facilitation skills are highly regarded as innovative yet pragmatic, engaging yet challenging, fun yet results-focused.

With over 15 years' commercial experience, Liane has a strong appreciation for the intricacies and idiosyncrasies organisations and individuals face. Her last corporate role was with Jaguar & Land Rover Cars where she had marketing responsibility for Australia and New Zealand. The constantly changing global landscape of the automotive industry meant that she had to find innovative ways to restructure and engage her teams and stakeholders while delivering against increasingly challenging forecasts and budgets.

Outside of work, Liane She is besotted with her long awaited twins, Mathilde and Angus, as well as her very patient, if slightly naughty, fur baby. She spends her time in both Sydney, and her home town of Berry on the South Coast of NSW.

#### Mini Bio

- Coach, facilitator and communications expert, Liane is an accomplished leader with an extensive career in marketing management spanning a wide range of industries including professional services, media, entertainment and creative agencies, consumer products and automotive.

#### Qualifications

- MBA
- BA (Mass Comm)
- Foundations of Positive Psychology Summer School, Penn LPS
- Executive Coaching Accreditation – IECL (Level 3) and ICF
- Accredited in:
  - LSI & LI
  - MBTI
  - Hogan
  - MsCEIT
  - DISC
  - HBDI
  - VIA Strengths
  - Realise 2