

AMRITA A SINGH

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Amrita is a **Professionally Certified Leadership & Life Coach (PCC)** with over 27 years of business experience and runs her independent practice – Back to Source Coaching.

She has completed her highest level of Coach Training from Coach For Life, USA where she received her **Master Certified Leadership Coach** Certification, where she created her own unique model of Coaching that integrates her understanding of the Bhagwat Gita to the Coaching profession. She grounded her study further as a **Certified Deep Transformational Coach**, from the Centre for Transformational Coaching & Living.

Prior to embarking on her own, she spent 3 years at a boutique consulting firm, where she led the Coaching Practice. She used the Coaching Mindset and Philosophy to a number of Leadership Development Journeys that focused on Personal Mastery, with an emphasis on **Discovering your True Potential, Women's Leadership Development** and driving **Coaching Culture** within large organizations.

As a **full time Global Coach**, she enables CEOs, top team leaders, and professionals to embark upon an inward journey of discovering their higher purpose and creating a vibrant, fulfilling and meaningful life. With her deep understanding of building teams, building business from scratch and enabling others to drive results, she brings in rich experience and expertise to her clients.

Amrita has embarked on an enriching journey with her Mentors and serves as a **Coach Trainer** alongside Peter J. Reding, to co-facilitate ICF Approved Coach Training Program and has supported over 500 senior business leaders, learning and development professionals, independent trainers and individuals graduate as Coaches. She also teaches the ICF Approved, Continuous Coach Education Program Deep Coaching Intensive Foundation, with Leon Vanderpol, for existing Coaches to ensure they stay relevant in their field of expertise.

She is a **Mentor Coach** and also an empaneled Coach with leading MNC's.

She is described by those who know her and have worked with her as a leader with strong people development skills, disciplined coaching practices and the ability to not only motivate her teams but also empower them to succeed in whatever they set out to do. Amrita's mission is to help individuals find what they were born to do. She loves helping others see their true potential, find their purpose and navigate a path that's aligned with who they are.

As an entrepreneur, she has led a team of 180 people and was responsible for capital allocation, growth & business consolidation. The Company she co-founded, TLC Childcare Services Pvt Ltd, was acquired by an investment fund that was looking to consolidate the Day-care business in India which is when Amrita decided to exit the business and shift gears and pursue a second career in the area of leadership development and organization transformation.

Amrita bears the unique ability to empathize, energize and encourage individuals and she is a passionate facilitator who connects with participants quickly and helps them open up and engage. Her most enriching experience has been walking a parallel path of material fulfilment & spiritual enhancement. **Her vision is to, teach as she learns, give as she receives & serve as she leads.**

She has done her MBA from Symbiosis in Pune and worked in the Corporate sector for 10 years. She is a certified Enneagram Practitioner and also studied Neuro Linguistic Programming and Non Violent Communication as part of her continuous education in the field of human potential.

She has served on the Managing Committee of the International Coaching Federation, a Board Member of the Association of Coach Training Organizations in the World, and is a member of Association of Mumbai Coaches.

She has been profiled by BBC, CNBC, NDTV & TOI as an Entrepreneur & Change Catalyst. She has recently been written about in a book called Leading Ladies an international publication.

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COACHING