

# Alejandra Arteta

Hello, my name is Alejandra. I finished my first coaching training in November 2008, and I have been coaching ever since. I was one of the first coaches who joined Spark Inside in September 2012.

I can see the great value that coaching can have in young people who are in prison. When people are given the opportunity to be truly listened to, when they are respected for who they are, and they have the right support, they can transform their life and those around them for the better.

I work with a range of individuals and organizations - CEOs & founders, executives, mid-level managers and junior staff, from a variety of mid-to-large size companies, start-ups, charities and public sector organisations.

I practice Yoga 5 times a week, I love swimming and reading, work related books that expand my knowledge, and novels that expand my mind, and take me to the amazing land of imagination.



*Quote you live by?*

*"Whatever you can do, or dream you can, begin it. Boldness has genius, power and magic in it"*

*- Goethe*



# Brad McCaw

My name is Brad and I have been a life coach since 2016 and have been coaching with Spark Inside since 2019.

I have been working in prisons with another charity by helping people focus on recovering from alcohol and substance abuse. I enjoy coaching young men on understanding their own Hero's Journey - coaching them gives them an opportunity to be seen and heard about their life circumstances, understanding themselves and how they want to change.

My coaching experience includes coaching in start-ups and corporate companies around mental health and well-being, executive and life coaching and working in the NHS as a placement therapist. I work with a diverse set of clients across all age ranges.

I love the man I am today because of the experiences I have had; the good, the bad and the ugly. I have learned to accept who I am. I am most proud of being able to find a career that helps people to accept themselves and find their own path and journey towards who they are and who they want to become.

The things that bring me joy are being with friends and family, reading, and running.



*Quote you live by?*

*"This too shall pass"*

*- Eastern monarch*



# Caterina Declas

Hello, my name is Caterina. I have been a Life Coach for five years and coaching in prisons with Spark Inside since September 2019.

I was reading a book called "Tattoos on the heart" by Gregory Boyle, a Catholic priest and founder of Homeboy Industries, the world's largest gang-intervention and rehabilitation programme. This book was full of compassion and powerful stories and it made me want to help young men.

I have personally experienced the power of being deeply listened to non-judgmentally during a period of post-natal depression. I would say motherhood for me has been and is the most intense ongoing accomplishment-a continual journey of growth.

In my spare time I love going for a jog or long walk, sometimes with crazy loud or beautiful music, or just with the sound of nature. I also love reading, listening to all sorts of interesting philosophical podcasts, socialising, having a good laugh with family and friends, and dancing!



*Quote you live by?*

*"Life isn't about waiting for the storm to pass.  
It's about learning to dance in the rain."  
- Vivian Greene*





# Dorottya Szuk

Hello, my name is Dorottya. I have been a coach for over 3 years now. In addition, I spent the last 10 years mentoring and supporting both young people and adults in different settings. I have been coaching for Spark Inside since July, 2019.

I have always worked in the criminal justice system and recognised that life coaching is what seemed to be the most beneficial for people in those settings. They were able to have conversations that they otherwise would not have the opportunity to do so. The men I worked with started to realise where they want to be in their lives, and how to get there.

I have been working in the mental health field for the past ten years. I am also a qualified therapist, so I had the opportunity to not only support individuals within the system but also help people in workplace setting and from all walks of life, including people struggling with addictions and mild to severe mental health difficulties.

In my spare time I enjoy dancing (Latin styles), weight-lifting, and reading/listening to podcasts.



*Quote you live by?*

*"Limitations live only in our minds. But if we use our imaginations, our possibilities become limitless."*

*- Jamie Paolinetti*





# Jeffrey Wotherspoon

Hello my name is Jeffrey I have been a life coach since 2012. I delivered Spark Inside's first Hero's Journey™ programme in 2014.

I decided to Coach young men in prison because I believe in their potential. I grew up in similar environment to most of the young men that I work with and have been through a lot of the same experiences, so I can relate to them. I have known many friends that have gone to prison and some still inside. I could have been the same and the reason I wasn't is because I was fortunate enough not to get caught.

I began to make different choices. I decided that I wanted to help those who are like me. That is why I coach in prisons.

I work with a wide range of clients including University students, young professionals, senior managers and everyday people in the community wanting to see positive change in their life.

In my spare time I enjoy meeting up with friends, going away on breaks with my wife, trying different experiences.



*Quote you live by?*

*"If you do what's easy your life will be hard, if you do what's hard your life will be easy"*

*- Les Brown*



# Jenny Gordon

Hello my name is Jenny, I have been a life coach for just over 5½ years, and have coached for Spark for 2 years.

I have always been interested in the narrative and experiences of young men in the world.

As a foster carer for over 10 years I always fostered young boys and witnessed first-hand the struggle of young black boys in education and eventually into gangs.

It is a passion of mine to try to understand the misunderstood, where possible notice where change can happen, where young person can begin to feel supported in and outside of the family structure.

I have coached/mentored undergraduate and post graduate students in Education and young people in prison. I am most proud of obtaining First Class Honours in Counselling and Mentoring BSc despite being dyslexic.

I like to socialise with family and friends, the gym and going to the movies.



## Quote you live by?

*I have two "Treat others as you would like to be treated" and "No condition is permanent, everything changes". The last quote is from my mum who passed in 2009. I would often hear her say this quote growing up as a child, and it just stuck with me.*





# Jerry Gray

Hello, my name is Jerry. I've been coaching for about 20 years, gaining my qualification 14 years ago. I've been working with Spark Inside since 2018.

Imprisonment could happen to anyone. If it were me in prison, I would want people on the outside to offer me some support. I've never met a bad person in prison, just people who made some bad decisions. I have learned a lot from young people in prison.

I have many years of business and leadership coaching experience. I've coached people in the charity sector, some school students and recently I've coached people working in the emergency services during Covid-19.

I'm most proud of my family (I have 5 great kids aged from 17 to 36 and a wonderful partner, plus 2 grand-children); coming back from a hip replacement operation to now cycling 150 miles plus a week; setting up my own business; and becoming a better person: which is more a work in progress.

I enjoy playing blues and jazz trumpet, I love cycling (being on the bike for a few hours a week is my happy time) and I like reading.



*Quote you live by?*

*"Your living is determined not so much by what life brings to you as by the attitude you bring to life".*

*- Khalil Gibran*



# Lilian Flynn

Hello, my name is Lilian, I've been a coach for five years and I have worked with Spark Inside for over two years now.

Before becoming a coach, I was a teacher and I found that what I loved most was encouraging my students to believe in themselves regardless of their circumstances. What I love about coaching in prisons is helping young men, see their stories from different perspectives and empowering them to create a better future for themselves.

I have my own private practice where I work with a very mixed group of clients, so no two days are the same. I also work with an organisation coaching in the area of mental health and I train people to become coaches on a diploma course.

One of the things I'm most proud of is having the courage to leave my job and take the risk to study again, in order to follow my dream of becoming a coach.

I love to travel and experience different cultures, for me travel has been my best education in life. I also love to read and listen to music, and to keep fit I practice boxing and yoga.



*Quote you live by?*

*"Whether you think you can or you think you can't – you're right."*

*- Henry Ford*





# Louis Collins

Hello, my name is Louis, and I have been a coach for about 15 years. I started coaching inside organisations and businesses, but later expanded my practice to working with people in all walks of life. I've been coaching with Spark Inside since 2014.

I decided on coaching young men in prison because I was inspired and convinced by the amazing pool of untapped talents and skills young people possess.

I coach across a wide range of sectors. As well as corporate clients in Telecoms, Finance and the Energy Sectors, I also do a lot of work with teams within Local Government. I also coach people within UNHCR who work in some of the most hazardous and challenging locations in the world.

One of my accomplishments that I'm proud of is a book I wrote a few years ago called the Vital Edge and I still use it when I am coaching, and many of my clients use it as a resource too.

In my spare time I enjoy cycling, walking the dog, and Park Runs.



*Quote you live by?*

*"If not now, when? If not me, who?"*

*- Rabbi Hillel*



# Lynne Hale

Hello, my name is Lynne. I have been a life coach for over five years and have been coaching prison officers.

I worked with many young men and I saw how the labels that had been attached to them at school as troublemakers bore no resemblance to the lads we knew. I also saw how conflicted they became as the pressures from their peer group to join gangs started to kick in.

I believe that everyone has the power to change their lives and coaching is a great way to support that change.

I've had a wide range of clients which include corporate and charity sector professionals, performing artists, academics, young people starting their own businesses with the Princes Trust. and many more.

My biggest accomplishments include my son, and running an inclusive theatre for young people of all abilities. Seeing 40 young people from Tottenham perform Shakespeare's The Tempest in his daughter's garden in Stratford on Avon is one of the high points of my life.

In my spare time I enjoy eating, especially ice-cream; walking and cycling; and reading, which takes me to another world.



*Quote you live by?*

*"There's nothing to fear but fear itself"*  
- Franklin D. Roosevelt

*"I'm not what is happening to me, I'm what I choose to become"*  
- Carl Jung





# Mark Bixter

Hello, my name is Mark. I trained as a life coach in 2016 and have been coaching ever since. I spent many years working within criminal justice – I believe in people's potential and I know how much potential there is within young men in prison. Often this potential has not been recognised or acknowledged, and as a coach I have the privilege of allowing it to emerge.

I have worked with a wide range of people across many different settings. These range from CEOs and social workers, to refugees and actors, writers and directors too! I spend some time within corporate organisations working with people on their mental health. I have supported many people through coaching and have trained over 150 coaches.

I am proud that I ran the London Marathon, even if a bit annoyed that I was 18 seconds over the 3hr 45 mins mark!

In my spare time I love going to the theatre; I love accessing nature and finding quiet time for myself; and I love to go to posh restaurants - I once flew to Spain for lunch and came home the same day!



*Quote you live by?*

*"Whether you think you can or you think you can't – you're right."*

*- Henry Ford*



# Michael Roper

Hello, my name is Mike. I first started mentoring and coaching in community groups and prisons in the mid-90s, where I taught Ancient African History, and I joined the Spark Inside team in 2019.

I left a successful but rather unfulfilling 17-year corporate career with fortune 500 companies in the US & UK to follow my real passion, which is to inspire others to inspire themselves by understanding how our minds work.

I'm passionate about coaching young men because I can see myself in them and through coaching, I can have a true impact. By helping them develop a growth mindset and access the best tools and resources available to empower and improve their lives.

My clients outside Spark include entrepreneurs, business owners, start-ups and any individual wanting to make real lasting change.

I'm most proud of having the courage to leave the corporate world and become entrepreneurial; achieving two Black Belts in different Martial Arts, Kung-Fu and Taekwondo; dedicating myself to Japanese "Kaizen" (Continuous and Never-ending Improvement).

My hobbies include restoring 90's Mercedes Classics, martial arts, and Formula 1.



*Quote you live by?*

*"Your thoughts create your feelings, your feelings create your actions, your action create your results – Everything starts with a thought"*  
- Unknown





# Nina Bainbridge

Hello, my name is Nina. I have been coaching people for over 10 years, and in prisons for the last five years.

My clients tell me that coaching helps them explore what's on their mind freely, without fear of judgement. I listen and ask questions that help my clients to see things differently and to make the most of opportunities.

I began working with young people, particularly in prisons, because I feel it is a human right to have conversations that help people be empowered. My executive coaching work helped me to see how people can make the changes they want, even when it feels impossible and my clients include HSBC, Microsoft and Rolls-Royce. I also have 12 years' experience in marketing and I developed strategies for clients such as Disney.

I am really proud that I have grown my coaching business from the ground up, starting it from the car with just a mobile phone and a notepad. Having lost my job and house, I had to move back in with my parents at the age 35 to start again!

Outside of work I love running and I love to travel to new places - this summer I'm learning to paddle board.



*Quote you live by?*

*It's a philosophy: "what we achieve inwardly can change outer reality, because what we always have in life is the ability to make changes from inside ourselves."*

*- Greek God Plutarch*



# Samuel Onagoruwa

Hello, my name is Samuel. I've been coaching for coming up to 10 years. I'm truly blessed to do what I love and love what I do.

Coaching in prisons is rewarding and humbling. I've been doing it with Spark for just under a year. There's an important part of the story that isn't being heard and going into prisons gives me that privilege.

My coaching circle is diverse. From students at universities in the UK to corporate leaders in the U.S., as well as coaching with the Young Women's Trust.

I've had lunch with the Queen. I'm pretty proud of that but managing my son's U7's football team is up there too.

Swimming relaxes me, music soothes me, reading educates me.



*Quote you live by?*

*"Be yourself. Everyone else is already taken."  
- Unknown*



# Tony Phillips

Hello, my name is Tony and I have been a life coach since 2002. I started doing coaching sessions for Spark Inside in October 2014 in Wandsworth Prison. The original reason I decided to coach young men in prisons because I wanted to know if I could make a difference, one of my core values.

I have coached executives in business and other coaches and entrepreneurs, and I've worked with people who have experienced domestic violence, and refugee charities.

One of the achievements I'm most proud of is running two coach training courses in Guernsey Prison in 2019, where I trained and qualified a diverse group of prison staff and prisoners to be coaches. They all qualified as coaches.

I'm a passionate runner, lover of nature and am fascinated by the power of positive daily habits and how to create them, having started an experiment in January 2010 to see how many days I could run at least a mile each (the MAD (Mile A Day) experiment), an experiment that is still ongoing. I also love spending time with my family and devouring books on how our minds work and how to reach our potential.



*Quote you live by?*

*"We are not problems waiting to be solved, but potential waiting to unfold"*

*- Frederic Laloux*

