



business profile

What inspired you to start your own business?

My own personal experience of working with an executive business coach whilst finding myself single again. These two events fundamentally changed my life in several different ways and when I decided on a career change these were the areas that interested me the most. I understood and experienced first hand how it felt to be successful in business, and that I was less successful in my personal life. These experiences drove me to leave the corporate world and set up my own business development company called SK Tipping Point, which supports businesses to achieve more by thinking differently and being more creative in problem solving.

My experience of working with businesses again also highlighted the issues that individuals face when their personal lives aren't living up to expectations. This led to me setting up Coco Moon 18 months ago when I wanted to start a business unlike any other; not only matching the right people to each other, but also coaching on ways to make relationships work. We also organise exclusive club nights so that our members can socialise in a relaxed environment.

What is your greatest achievement?

Being a mother has undoubtedly surpassed all of my expectations. I never realised that it could be so rewarding and I feel so proud. I am also pleased that I managed to quit smoking last year after many failed attempts. I did this by putting into practise the very same coaching techniques that I use to help others with their habitual thinking in all areas of their lives. Professionally, my greatest achievements have been my very first promotion to supervisor over 20 years ago, to having the courage to break away from the corporate world and start two successful businesses on my own.

How do you wind down?

I love to bury my head in a good book. I also find the greatest stress reliever is exercise and so I love to walk the dogs for miles in the country with my family. This also gives me valuable time to catch my thoughts and spend time with my husband and daughter.

Who is your greatest inspiration?

I have been inspired by people in the past and present. In the past it was my father, who sadly passed away two years ago. He had all the good qualities that I admire in a person. He encouraged me to be what I wanted to be irrespective of any doubts I had. He didn't encourage me to dream, he encouraged me to have the confidence to believe in my own ability and live the life I wanted to live. My present inspiration is my husband Stephen. He taught me to be kinder to myself. No matter what life throws at us, he is the eternal optimist.

Who/What do you lean on for support?

I am very blessed to have a great network of work colleagues and friends whose support is invaluable. Often I am the one who has the answers but sometimes I need to stand back and ask myself the right questions. It is surprising how often I come up with the correct answer if I trust my instincts. I also have a personal business coach.

What's your biggest extravagance?

I collect Champagne! More regularly, I suppose my biggest extravagance is that I like to eat out often at nice restaurants with my family. I also often like to treat my daughter Victoria as I feel less guilty when I spend money on her!

Proving a point

Sharon Kell is managing director and founder of Gateshead business Coco Moon - relationship head-hunters for busy professionals - and performance coaching company SK Tipping Point. Sharon lives in North Walbottle with husband Stephen and daughter Victoria