



Charmaine Turner

ELEVATE
LOCAL

www.elevatelocal.au

Charmaine Turner is a globally experienced HR executive and Certified Executive Coach (CEC, PCC) with over two decades of leadership across Australia, Canada, US, UK, and China.

Charmaine brings a rare blend of strategic foresight, operational excellence, and cultural intelligence, shaped by her tenure as Chief People Officer, Head of HR, and Director of Employee Experience in high-growth and complex environments. She has led global HR transformations, scaled international workforces, and embedded coaching cultures within high performing organisations.

Her coaching engagements span the Asia-Pacific region and beyond. Whether facilitating senior leadership strategy sessions, designing succession pipelines, or coaching a new executive through a leadership transition, Charmaine's approach is anchored in authenticity, clarity, and practical transformation.

Charmaine's philosophy is grounded in the belief that leaders who know themselves, lead others better. She approaches her work with curiosity, candor, and compassion – enabling her clients to build capability, influence effectively, and navigate complex dynamics with clarity.

Her coaching and consulting style is equal parts strategic and human-centred. She partners with organisations to co-create meaningful outcomes that drive both performance and people growth.

Using evidence-based coaching frameworks and psychometrics, she helps leaders see themselves more clearly and lead more intentionally.

Charmaine believes that sustainable transformation happens when trust is built, feedback is normalised, and the system is aligned. She works systemically – understanding the broader business context and helping clients lead with both head and heart.

SERVICE OFFERINGS:

- **Executive Coaching:** One-on-one and team coaching engagements for senior leaders, focusing on leadership growth, stakeholder influence, decision-making, and leading change.
- **Leadership Development:** Design and facilitation of learning programs for people leaders using Lumina Spark and other tools. Tailored solutions that support mindset shift and behavioural growth.
- **HR Consulting & Strategy:** Advising on organisational design, succession planning, EVP, performance management, and culture alignment during scale-up or transformation.
- **Team Coaching & Facilitation:** Co-designed workshops to improve team cohesion, psychological safety, and strategic planning – often following culture diagnostics or 360 feedback.
- **Coaching Programs for High-Potentials:** Internal programs to support future leaders, tailored to business objectives and individual development goals.

CREDENTIALS:

Certified Executive Coach (2015)

Graduate Certificate in Executive Coaching
Royal Roads University – BC, Canada

Professional Certified Coach (PCC)

International Coach Federation

Enhanced Practitioner (2020)

Foundations of Great Coaching
Accelerating Coach Excellence

Psychometric Certifications:

- **Lumina Learning:** Spark, Sales, Team, Select, Leader, and Leader 360
- **Hogan:** Personality Inventory (HPI), Development Survey (HDS), Motives, Values & Preferences Inventory (MVPI)