



Hominum Bio™

# Charlotte Wickins MBA ICPKP



**Career & Business Architect**  
Building Motivation, Purpose & Self-Leadership

*'Be open to all possibilities; do the work, ask for help and be kind to yourself.'*

## Passion, Motivation, Purpose

Charlotte provides a positive, strategic and open mind, whilst holding safe space, from which to explore new possibilities, to articulate and anchor a purpose-driven path and personal brand.

She is passionate about expanding horizons towards fulfilment. When 'stuck' at the crossroads – its important to filter out the noise, listen-in and know oneself to then play to strengths. Sowing the seeds for synergies to align between passion and values uncovers a sense of purpose, ambition, even legacy.

Giving you both inside-out and outside-in perspectives, Charlotte empowers you to develop your WHY into HOW and WHAT! To become unapologetic about wants, realistic with your ambition and explicit about what lights your fire!

## Brand Charlotte

Charlotte set a challenge to sail around the world, after experiencing significant loss in her life. She was alone in NZ and feeling lost! She achieved her dream by getting out of her comfort zone and into new possibilities.

As a consultant, mentor and coach Charlotte now distills complexity into simplicity. She invites you to look for synchronicity, to stop over-thinking and to get out of your own way! To embrace new coordinates, change 'tack' with confidence, self-awareness and pioneering spirit.

Charlotte encourages more authentic dialogue, self-leadership and impact. She empowers you to unleash your gifts, re-set your vision, mission and compass towards rewards and fulfillment.

## World at Vocation

To encourage social licence to lead from the heart and embrace more inclusive, respectful, collaborative behaviours. To access innate wisdom, insights, adopt creative thinking. If we harness systemic change, adopt technology, science and automation, we better adapt to climate change, the sharing, circular and new well-being economies.

## Top Six Values

Integrity | Health & Wellbeing |  
Work-Life Balance | Transparency |  
Purpose | Wisdom

## Clifton Top Strengths

Strategic | Connectedness |  
Individualisation | Empathy |  
Ideation

## Multiple Intelligences

Charlotte is a catalyst for change able to distill complexity into simplicity. She is a harmonizer, putting people at ease, by encouraging presence, collaboration and creative thinking. Motivated by purpose, she sows seeds for others to 'plant' their innate gifts into personal growth and roots for self-reliance; so creativity, joy and innovation become real synergies.

## Myers Briggs

ENFP:  
Extraverted 58%, Intuitive 67%  
Feeling 75%, Prospecting 74%  
Role: Diplomat  
Strategy: Social Engagement



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## Career Highlights

- **2018+ : Career & Business Architect** developing purpose-driven leadership to transition well through change. Trademarked Hominum Vitae or Bio. **Pioneer of Human Fit for Purpose** - strategy to develop purpose-based recruitment for Royall.
- **2015-17: Chichester BID Manager - Created £2.2M**, 5-yr Business Plan for Chichester Business Improvement District, and **won election** - 85% majority, despite 0.25% rise in business levy. Endorsed by Chichester District, West Sussex, Chichester City Councils.
- **2013-14: Startup MD Balanced Wellness Centre** *Attracted £100K - 40 practitioners + 12 classes.*
- **2011-13 : Business Manager** at Portsmouth Business School on events, projects, MBA & Leadership Fairs.
- **2009-11 : New Venues Consultant/Manager** – set up 3 x private Exclusive Wedding Venues.: at: **The Barn at Bury Court**, Hampshire; **Northbrook Park**, Surrey; **Farbridge**, West Sussex. Facilities, Operations, marketing, sales, PR, suppliers. *0-40+ events pa. facilitated & delivered 150+ weddings.*
- **1997-2009 : Solo parent to Celeste**, a variety of p/t Exec PA / Managerial / Administrative roles.
- **1994 – 98 : Yacht Manager + PA to HNW family** - S/Y Hetairos *65,000+ nautical miles* Included Resort start-up on Private Fregate Island, Seychelles.
- **1988-89 : Start-up Office Manager.** at US firm - Marakon & Associates, Surrey. *0-15 consultants yr1.*
- **1986-88 : Office Manager @ Michael Porter's Monitor Company (Europe) Ltd, Management Consultancy**, London. *400% growth yr1.*

Engage with Charlotte:

<https://go.oncehub.com/Charlotte45-minuteCall>

[email@charlottewickins.com](mailto:email@charlottewickins.com)

[www.linkedin.com/in/humanarchitect](http://www.linkedin.com/in/humanarchitect)



## World at Home

- Proud solo parent to Celeste (23) BSc (Hons) graduate 2020.
- The great outdoors, my garden, swimming, tai chi, yoga, pilates, sailing, cooking and writing.
- Secretary & Treasurer to Bosham Harbour Voices Choir.



## What Inspires Me

- Passion to serve, presence to connect & lift people to lift spirit and potential
- Innovative creative thinking and design – turning complexity into simplicity.
- Those 'aha' moments when the light-bulb goes on.



## Personal Achievements

- ✓ Influencing the future generation as a solo parent - 23 years & counting!
- ✓ 2017: BID Management Cert., & Accreditation from British BIDs.
- ✓ 2012 Executive MBA (merit) Portsmouth Business School
- ✓ 2009 : ICPKP Kinesiology Practitioner (2000+hrs)
- ✓ 1990's: WABA 1,2,3 & Water Shiatsu Practitioner, CA, USA.
- ✓ 1986 : PADI Advanced Diver, Australia



Lead On Purpose

[www.charlottewickins.com](http://www.charlottewickins.com)