Wendy-Ann Smith

Coaching Psychologist | Executive Coach | Author | Researcher | Founder

Registered Psychologist in Australia and France; Chartered Psychologist in the United Kingdom.

Media biography

Wendy-Ann Smith is a coaching psychologist, executive coach, author, researcher and founder of Ethics Forum International (EFI), an independent international organisation advancing ethicality, integrity and responsible practice through research, education, publishing, professional dialogue and recognition.

A Registered Psychologist in Australia and France and a Chartered Psychologist in the United Kingdom, Smith has worked across coaching psychology, positive psychology and the science of wellbeing for more than two decades. Her professional and academic experience encompasses psychological practice, executive coaching, supervision, university teaching, research and publishing, with particular contributions to wellbeing, positive leadership, professional development and ethics.

Smith is the lead editor of three academic books: Positive Psychology Coaching in the Workplace (Springer, 2021), The Ethical Coaches' Handbook: A Guide to Developing Ethical Maturity in Practice (Routledge, 2023), and Ethical Case Studies for Coach Development and Practice: A Coach's Companion (Routledge). She has also authored and co-authored numerous academic chapters, journal articles and professional publications addressing positive psychology, coaching psychology, wellbeing, leadership, professional identity and ethical practice.

Her scholarly work increasingly examines ethicality as a dimension of human and professional development. She developed Courageous Becoming, a conceptual framework concerned with cultivating ethicality, and is establishing Developmental Ethicality as a domain of inquiry. Her research explores ethical maturity, professional identity, human agency, ethical responsibility and the relationship between reflection, experience and development.

Through Ethics Forum International, Smith has founded and developed international initiatives spanning research, education, publishing, dialogue and recognition, including Coaching Ethics Forum, Academy of Ethicality, Journal of Coaching Ethics, Ethical EDGE Insights and Champions of Courage Awards.

Based in France, she contributes internationally through scholarship, professional education, writing and public dialogue, bringing her experience in psychology, wellbeing, leadership and ethicality to questions concerning professional practice and contemporary society.

Books

- Positive Psychology Coaching in the Workplace (Lead Editor, Springer, 2021).
- The Ethical Coaches' Handbook: A Guide to Developing Ethical Maturity in Practice (Lead Editor, Routledge, 2023).
- Ethical Case Studies for Coach Development and Practice: A Coach's Companion (Lead Editor, Routledge; publication year to confirm).

Selected articles and chapters

- Essentials of the Good Life (Co-author, The Wellbeing Coaches Handbook, Routledge, 2025).
- Smith, W. A., King, S., & Lai, Y.-L. (2021). Coaching with emotions and creating high-quality connections in the workplace. In Positive Psychology Coaching in the Workplace. Springer.

- Positive Psychology Coaching: Embodying Wellbeing and Ethicality (Co-author, Journal of Coaching Ethics, 2025).
- Courageous Becoming: Cultivating Ethicality (Journal of Coaching Ethics, 2025).
- Who Decides? Professional Conduct, Authority, and Ethical Agency in Tension (Co-author with Hugh Breakey, Journal of Coaching Ethics, 2026).
- Developmental Ethicality: Towards a Field of Inquiry (Journal of Coaching Ethics, 2027).

About Ethics Forum International

Ethics Forum International is an independent international organisation advancing ethicality, integrity and responsible practice through research, education, publishing, professional dialogue and recognition. Its work includes the Coaching Ethics Forum, Academy of Ethicality, Journal of Coaching Ethics, Ethical EDGE Insights and Champions of Courage Awards.

Media contact

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Available for written commentary, interviews, podcasts and virtual discussions from France.