



Wendy-Ann Smith

Coaching Psychologist | Founder |
Ethics & Wellbeing Specialist

Australian - Maltese based in
France, Working globally across
coaching and leadership.

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Leadership & Initiatives

Wendy-Ann is the founder and director of Sable Praxis, home to several internationally respected initiatives, including:

- Coaching Ethics Forum (annual conference)
- Journal of Coaching Ethics (open-access peer-reviewed journal)
- Ethical Edge Insights (practice-based magazine for coaches and leaders)
- Champions of Courage Awards (recognising courage in life and work)
- Ethics Beyond the Code (global ethics course for coaches, mentors, and leaders)

She is also the lead editor of three key publications in the field:

- Positive Psychology Coaching in the Workplace (Springer, 2021)
- The Ethical Coaches' Handbook (Routledge, 2023)
- Ethical Case Studies for Coach Development and Practice (Routledge, 2024)



Professional Profile

Wendy-Ann Smith is a Registered Psychologist in both Australia and France, a Chartered Coaching Psychologist (British Psychological Society). She works internationally at the intersection of coaching psychology, ethics, and the science of wellbeing, supporting leaders, coaches, and practitioners to grow in depth, clarity, and integrity.

Wendy-Ann works at the intersection of coaching psychology, ethical development, and the science of wellbeing. Her core areas of expertise include:

- Coaching psychology, wellbeing and ethical leadership
- Ethical development and reflective maturity
- Applied positive psychology and sustainable wellbeing
- Cross-cultural and identity-aware coaching
- Practitioner development in complex systems

Her approach is psychologically grounded, developmentally focused, and ethically engaged — suited to clients navigating complexity, value tensions, or identity shifts in their leadership. Wendy-Ann is known for offering a steady, intelligent presence in spaces where transformation is possible but not always easy.

She works best with leaders who are curious, values-aware, and committed to leading with integrity — those who want to navigate complexity thoughtfully and contribute to healthier, more ethical systems.



www.Wendy-Ann.eu
Founder and Director