



Ilana Ridge

EXECUTIVE & TRANSFORMATION COACH

The inward path to emerging impact.

CERTIFICATIONS & ACCREDITATIONS

- Professional Certified Coach (PCC) – International Coaching Federation
- Master Coach (CC[®]MC) – Consciousness Coaching[®]
- Certified Harrison Assessments Coach & Debriefor
- International Diploma in Professional Consciousness Coaching[®]
- Conversational Intelligence[®] Enhanced Skills Practitioner

 +27 82 887 4768

 ilana@itransform.today

 [/ilana-ridge-46b61024](https://www.linkedin.com/in/ilana-ridge-46b61024)



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ABOUT ME

Ilana Ridge is a Professional Certified Coach (PCC, ICF), Master Coach (CC[®]MC), and Author of The Bible of Spirit. For more than 16 years, she has partnered with leaders and teams across financial services, retail, FMCG, healthcare, technology, IT, and the motor vehicle industry to unlock clarity, presence, and purposeful impact.

As Founder and Director of iTransform Coaching, Training & Retreats, Ilana brings a rare blend of behavioural insight, strategic depth, and human connection. She is the creator of Spiral[™], a presence-based philosophy that teaches growth is not linear, it is cyclical. Leaders and teams don't simply solve a challenge and move on; they often encounter the same patterns again, but at new levels of awareness. Spiral[™] helps them recognise these repeating dynamics and turn them into opportunities for integration, growth, and transformation.

Known for bringing depth and calm in complexity, Ilana creates the kind of clarity that changes everything. Clients describe her as intuitive, authentic, and practical, someone who listens deeply, asks the questions that matter, and helps them see what they couldn't see before.

MY VISION & LEADERSHIP PHILOSOPHY

I believe leadership is not about role or rank, it is about alignment. When leaders are anchored in self-awareness, clarity, and presence, they create impact that is both powerful and sustainable.

My vision is to help leaders take the inward path to emerging impact. To lead from presence rather than pressure, with integrity, courage, and clarity of purpose. Through authentic leadership, we shape organisations and cultures that thrive.

MY APPROACH & WHAT SETS ME APART

My coaching approach is data-informed, presence-driven, and deeply practical. I integrate neuroscience, emotional intelligence, Spiral™, and Harrison Assessments Paradox Technology™ to help leaders uncover blind spots, strengthen resilience, and elevate influence.

What sets me apart is the depth of trust and simplicity I bring into the coaching space. Clients often say I provide calm in complexity, powerful tools with real-world application, and a unique ability to guide without agenda, but with purpose.

WHAT CLIENTS SAY

“Ilana empowered me with great insights, practical tools, and assessments that helped me shift and grow. She is able to relate to all levels of business and simplify complex challenges with ease.”

“She listens deeply, creates a safe space, and helps you see things you couldn’t see before. Her approach is empowering, practical, and genuinely transformational.”

“Ilana helped our team improve communication, collaboration, and mindset. The results were tangible, productivity increased, and our culture became more resilient and growth oriented.”

“She is a guiding voice, full of wisdom, authenticity, and grounded presence. Anyone who works with her has unbelievable growth waiting for them.”

FINAL NOTE

If you are looking for a coaching partnership that combines deep presence, practical insight, and measurable results, I would be honoured to support your leadership journey.

MY EXPERTISE

- Executive & Leadership Coaching
- Emotional Intelligence & Self-Mastery
- Harrison Paradox Feedback & Behavioural Insight
- Leadership Presence, Influence & Decision-Making
- High-Performance Team Development & Alignment
- Leadership Retreat Facilitation

WHAT YOU CAN EXPECT FROM COACHING WITH ME

- A safe, high-trust environment for reflection and real growth.
- Insightful questions and deep listening to unlock clarity.
- Behavioural tools and frameworks that are practical and powerful.
- Strategic self-awareness that strengthens leadership presence.
- A coaching journey that is tailored, transformative, and sustainable.



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