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Amantha King
"Be your best" Coaching

Amantha King BSc (Hons)

Strengths Development Consultant & NLP Coach
Workplace Menopause Consultant

Amantha King is the founder of Amantha King Coaching, an ABNLP Certified NLP coach, strengths development consultant, applied biologist, keynote speaker, Mental Health First Aider (Youth & Adult MHFA), strengths master, menopause coach, facilitator.

With over 30 years spent soaking up people skills in pharmaceutical sales, training and management roles, Amantha was curious about the reasons why people do what they do. This curiosity led to the world of NLP – Neuro Linguistic Programming and the use of it to coach people to engage with ‘being their authentic best’ personally and professionally. Recognising that coaching could assist people at all stages in their careers, she set up her successful coaching and development business in 2010 and loves the variety that each new coaching relationship brings.

In a fast paced, technological world, the pressures of stress, burnout and mental health issues are ever present. Amantha combines NLP coaching, neuroscience, and wellbeing elements to guide companies and their employees to achieve their potential by removing limiting beliefs, obstacles to peak performance and creating environments which support and enable employees to flourish. Her clients include IQVIA, Bayer, UCB Pharma, NHS, Exeter College, Sanofi UK, Sanofi NL, Takeda, Neauvia UK, Gilead Sciences, Astra Zeneca, What’s Possible Group, Mental Health at Work, Cellnex Telecommunications, Charlotte Tilbury Beauty, PTC Therapeutics, JensonR+ Ltd, Accord Healthcare, Bank of America – Merrill Lynch, Glenmark Pharma, Opencast, Siemens, Women in Rail, Transport for Wales, Avanti West Coast Rail.

Amantha delivers cultural menopause change programs and facilitates workshops to ensure women remain at work. Recognised as a specialist in her field, Amantha advises businesses on how to get the most from their most important asset, their people. An example of her work was shown on The British Menopause Society website October 2023: [Accord Healthcare – Menopause: Misinformation & Management Programme](#)

Amantha is driven in educating and providing support through menopause awareness, training and culture development and is an advocate for sharing best practice within organisations who are looking to support their teams through meaningful actions. Her transformative 3-step menopause program assists companies in retaining their pool of talent through strong cultural principles including 121 menopause support sessions for employees, menopause champion training and manager training – all before any guidance is put to print. Amantha is very open about her own personal experience of early perimenopause and is a regular speaker on the topics of menopause, women’s health and mental health in the UK and Europe. Amantha has experts on her YouTube Podcast series: ‘Menopause Conversations’ talking about topics affecting this midlife transition.

[Amantha King Coaching - YouTube](#)

Amantha is currently part of a working party with Professor Joyce Harper and UCL to create a National Menopause Support and Education Program and is also providing support to the ‘Help to Grow’ initiative by the UK Government’s first menopause champion – Helen Tomlinson. Amantha is an Associate Director – Corporate Advisor with The Women Circle, Switzerland.

Amantha is an Associate member of The British Menopause Society, International Menopause Society (IMS) and European Andropause and Menopause Society (EMAS).



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