

Profile: Amanda Reynolds FRSA



“The coaching she provided me with was incredibly valuable in my role as a leader. She works as a coach with professionalism, care and energy.”

Company Status:	Independent UK HQ headquartered & trading since 2013
Company Name:	Blend Associates Ltd
Contact Name:	Amanda Reynolds, Director & Founder
Contact Details:	www.ltdblend.com +44 7775631510
Coach Geographical Base:	National UK (all nations) & New York/East Coast USA
Coaching medium:	Face to face and Skype



Amanda has developed expertise in public sector strategic leadership with a record of accomplishment over 30 years. She now runs her own strategy and coaching practice Blend Associates Ltd. She regularly blogs about leadership and has assisted many leaders as a coach and mentor to further develop their careers.

Amanda holds a master's Certificate in Executive Coaching and Mentoring (ILM Level 7) and is a certified MBTi (Myers Briggs) practitioner. She holds a CEDR certificate in Employment & Workplace mediation and is currently training for her full ADR accreditation. Amanda is a published author and holds an MBA from the University of Kent at Canterbury. Amanda brings an up to date knowledge of the leadership challenges of complex organisations. Further details can be found on her website www.ltdblend.com.

Amanda has experience in UK national and local government, the National Health Service, education, the not for profit and the private sectors. She can offer coaching, board facilitation and strategy consultancy. Amanda works with individuals, teams and partnerships to develop the individual and organisational strategies they need to build their capacity to improve.

Amanda has substantial personal board room and governance experience gained as an NHS Executive, Non-Executive and as a Trustee of a national charity. Amanda has a son who has just completed his Sophomore Year at University of Syracuse, New York Architecture School. She has a good understanding of the education, cultural and life styles differences between the USA and the UK.

Coaching Interests

- Team coaching
- Assisting those at key stages of their career with progression, including college students
- Supporting those in-service professions to increase leadership effectiveness
- Leadership ethics and organisational governance
- Diversity in leadership, neuro brain plasticity and mindful meditation

Coaching Style

- supportive and puts people quickly at ease
- curious, creative and energising
- focused on goals and moving forward
- holistic, helping individuals start to integrate their whole life

Key Skills

- supports leaders from diverse backgrounds and those encountering key transitions
- assists individuals to reflect and develop resourcefulness and resilience
- helps leaders to explore personal motivations, behaviours and creativity
- helps leaders work through key life transitions

Career Background

Amanda began her career in the NHS as a psychiatric nurse qualifying in 1989. She went onto run a range of NHS Community and Inpatient Mental Health Services across London University hospitals. In 2000, after securing an MBA Amanda moved to Norfolk to be Head of Community Services Development at the Health Authority. From there she was appointed as a Director.

After her second child was born Amanda was appointed to the UK Senior Civil Service (following Cabinet Office assessment) and led a large team providing Health and Social Care Policy support across the East of England. Amanda worked on key national policies and provided both regional and local perspectives to ministerial briefings. Amanda then worked for three years as an Executive Director of the Board of a large hospital group (turn over £300m). Alongside this Amanda worked as a Board Trustee for NDTi, a UK national not for profit that works in the field of disability and was a Non-Executive Director on the Board of Norfolk Health & Social Care NHS Trust from 2014-17.

Amanda now works independently via her own company. Amanda sees her passion and pleasure fulfilled, not as a leader herself but in supporting and equipping the current and the next generation of leaders to lead effectively.

Coaching Process & Stages

Each coaching client is a unique individual with their own challenges, dilemmas and coaching aims. As a coach Amanda uses a broad process when working with each coachee. This includes initial relationship building and contracting with individual and sponsor, structured goal identification, deep listening and learning about the coachee and their situation. Analysis with the coachee includes looking at a range of options supported by creative use of tools, goal setting both immediate and longer term and goal review and refresh. Amanda is in regular coaching supervision herself.

Coaching Tools & Methodology

Amanda uses a wide variety of tools including, but not exclusively: MBTi (Myers Briggs) psychometrics and Thomas Kilmann instrument for conflict management analysis and a wide range of coaching models.

Professional Qualifications

- 2018 Certificate in employment and workplace mediation CEDR
- 2015 ILM Level 7 Masters Certificate in Executive Coaching & Mentoring
- 2010 YALE School Public Health/School of Management Certificate in International Healthcare Management
- 2000 MBA, University of Kent Business School
- 1993 Combined certificate in Counselling. CSCT, Hackney
- 1989 Registered Mental Health Nurse, Oxford School of Nursing (no longer on register)

Professional Memberships

- Member of European Mentoring and Coaching Council EMCC
- Member of ILM
- Membership as Fellow of Royal Society of Arts (FRSA)
- Blend Associates Ltd complies with GDPR and is registered with the Office of Information Commissioner (ICO).

Testimonials

“Amanda is astute, wise, supportive, affirming and will challenge anyone and any team to be the best they can be.”

Education Leadership Team

“She is inspiring and supportive, whilst not afraid to drill deep!”

Education Leadership Team

“I have found Skype to be a successful method of receiving coaching. In a busy executive life, it also means significantly less disruption to the working day, which allows a greater focus on yourself.”

UK NHS Director of Nursing

“I worked with Amanda over a number of sessions, primarily looking at conflict resolution techniques, but also at a broader understanding of getting the best out of myself when working with diverse sets of people.”

UK Tech Entrepreneur, Co-Founder Tech Marionette

Recent Coaching Experience

Board facilitation and team coaching of School SLT (including Head), Women’s Not for Profit. Local Authority social services disability staff.

Coaching of individual leaders at Deputy Head and Head of schools, Director and Chief Officer level in NHS England and Local Government, Welsh government.