

Amanda Reynolds, Founder: *1:1 and Team Coach, MBTI Trained*



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 has recently added accreditation in PROPHET executive team psychometric to her skill set. 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. Amanda has experience in UK national and local government, the National Health Service, education (UK & USA), 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 studying at Architecture School, University of Syracuse, New York. She has a good understanding of the education, cultural and lifestyle differences between the USA and the UK.

Chris Birbeck, Head of Faculty: *1:1 and Team Coach, Coach Supervisor, MBTI Trained*



As an executive coach, Chris has a reputation for creating honest and meaningful coaching relationships which deliver on client focused outputs and longer-term outcomes. Naturally intuitive, he brings authenticity to the coaching space and co-creates and co-produces honest dialogue which enables the coaching client to feel supported, challenged, and accountable for decisions and actions.

As a Leadership Associate for the NHS Leadership Academy, Chris is frequently involved in the coaching and leadership development of Executive and Board level clients. He is also a coaching supervisor for the Ambition Institute, a national organisation which

provides leadership development to Head Teachers and middle managers, working in challenged schools and academies.

Chris is also a Team Coach and a Coaching Supervisor. He is accredited by the European Mentoring and Coaching Council as an executive coach and a supervisor. He is also a member of the Association of Coaching Supervisors.

Chris is an experienced senior leader and was a registered nurse for 36 years. He has taken senior leadership roles in educational and clinical quality, service transformation and the development of leaders.

Anne Osborn: 1:1 and Team Coach



Anne is a Level 7 Executive Coach and Mentor with 10 years' experience in coaching senior managers and their teams in acute hospitals, mental health and community trusts, commissioning organisations and research networks, across both clinical and managerial roles. Skilled in operating strategically with clients to consider organisational factors, Anne works with individuals on their own personal goals and issues.

Anne is approachable and systematic in her approach to coaching. Self-motivated and energetic, Anne operates with the utmost integrity, bringing a pragmatic approach to the coaching conversation, and conducting all conversations in a supportive and non-judgmental way. With 30 years of NHS experience Anne can operate within established, emerging and changing environments.

Anne's approach works well for those who want to work through issues in a supported way whilst sometimes finding it helpful to be stretched and challenged in a professional and respectful way

More recently Anne has been working with Blend Associates, offering coaching support to frontline staff in one-to-one or team coaching sessions both during and in the recovery phase of Covid-19.

Beth Delfino: *1:1 Coach, within 2 hours of Pembrokeshire (Cardiff, South Wales)*



Beth is working towards Senior Practitioner in Coaching qualification and accreditation to add to her existing qualification and expertise in psychotherapy.

She brings psychological knowledge to my coaching which supports an exploration of patterns and 'ways of being', increasing opportunities for insight and self-awareness.

Beth provides a confidential, safe, and reflective space where you can have a purposeful conversation through her supportive yet respectfully challenging style. You will have the space to reflect and increase your self-awareness around the issues that you are concerned with and create practical results.

Dave Thornton: *Team Coach, MBTI Trained*



Dave Thornton works as a successful and sought-after Executive Coach and 'top team' developer for a range of organisations across the UK and beyond. He is a qualified Executive Coach, NLP Master Practitioner, MBTI facilitator and author, who has a whole host of Leadership experiences under his belt. He is a member of the

'Windsor Leadership Trust' and works with a number of UK Royal Colleges. He is a regular contributor to the work of the Faculty of Medical Leadership and Management (FMLM) and was a leadership facilitator with the Kings Fund. Dave is currently a Faculty member of the NHS Leadership Academy in England having supported them in a number of programmes including the design and delivery of the current Aspiring Chief Executive programme.

Dawn Rees: *1:1 and Team Coach, Coach Supervisor, MBTI Trained*



Dawn has been an in-demand Executive Coach and Leadership Mentor to CEOs and Directors in the public and private sector since 2007. With over 5000 hours of coaching under her belt, she is intuitive, creative and an exceptional strategic thinker and influencer.

Her greatest skill is thinking beyond the margins of the conversation and drawing out the real issues that inform behaviour and inhibit performance.

She develops and runs coaching and leadership development programmes and has significant success and experience in developing healthy teams, transformational change, and sustainable systems.

As a Director and business owner she understands the challenges of working in fast-moving environments. She is an Advanced Myers Briggs (MBTI) practitioner and uses this knowledge to inform her coaching and coaching supervision practice.

People choose Dawn as a coach if they want challenge, an intellectual curiosity about why we do what we do; a commitment to the power of intuition and a forensic eye. If they also appreciate humour and fun, that's a bonus!

Debbie Fisher: *1:1 and Team Coach*



Debbie is a change professional, supporting organisations, teams, and individuals to make transformational changes in their lives and work. She works with people who know that change is needed and have the desire to move forwards in a positive and proactive way, developing the skills and confidence to progress, grow and adapt by doing the deep work required to develop personally and professionally. Debbie works primarily in the public and not for profit sectors.

Debbie is empathetic and supportively challenging, standing alongside her clients as they look towards the future together, being a champion for them as they decide how to best meet their goals and to unlock their inner wisdom and true potential. She has a keen interest in how people develop as adults and coach people through life transitions, career changes and complex situations and decisions.

Debbie offers an optimistic and non-judgemental safe space for exploration, unpicking the issues and supporting people to make progress through true listening and enquiry. She uses a range of techniques and methods to support her clients including CBT, NLP and narrative coaching.

Jeff Matthews: *1:1 and Team Coach, Coach Supervisor, MBTI Trained, within 3 hours of Pembrokeshire*



Jeff Matthews is a certified coach supervisor, a qualified coach, and Managing Director of The Madison Group Ltd coaching consultancy. He is appreciated by clients for his very broad range of experiences as both coach and supervisor working across the full range of organisations in both UK and Europe, from private companies, household Times top 250 names, public and voluntary sector organisations.

His style is both supportive and stimulating, encouraging the people he is working with to grow and develop their coaching and leadership practice, whatever the context.

He has a first degree in business and practised as a marketing and general management professional before forming his own coaching consultancy in 1993. Since then his development has included qualifying as a psychotherapist using approaches from Transactional Analysis and Brief Solutions - Focussed, both stances inform his work. He is also a qualified coaching supervisor, team coach, MBTI accredited and a Spiritual Director in Worcester Diocese.

His style is a blend of energy and enthusiasm combined with a deep understanding of the dynamics of human interaction. He has the ability and experience to work across a very wide range of roles and organisations having coached many individuals and teams in many different contexts.

Katherine Long: *1:1 and Team Coach, Coach Supervisor within 3.5 hours of Pembrokeshire*



Katherine is an experienced coach, facilitator, and supervisor, with over 25 years of experience in people development. Coming from a background in culture change, cross-cultural communications and developing intercultural competences in leaders and teams, she has partnered with numerous organisations globally to support their development. Thanks to those experiences, it's strengthened the holistic and systems perspective which runs throughout all her work, which translates as a key value about supporting the health and well-being of the whole system (individual, team, organisation, inter-organisation), as well as addressing their specific challenges.

Kathy Branson: *1:1 Coach*



Kathy has worked as an independent consultant and coach since 2014 and has extensive experience in regional and national roles across the NHS.

As a registered nurse and health visitor she has a passion for delivering excellent person-centred care and a track record of providing leadership that stimulates innovation.

Kathy is currently the Registered Nurse on the Governing Body of NHS Norfolk & Waveney CCG and is a member of the Community Resilience and Recovery Cell. This means she is in touch with the current pressures upon staff and services as part of the response to Covid19 and believes personal coaching coupled with the opportunity to debrief is vital to clinical staff's on-going resilience and wellbeing.

Kathy has recently completed the Certificate in Stress Management at the British Psychological Society.

Mags Welten: *1:1 Coach*



Mags Welten helps ambitious professionals who have reached a plateau in their career, define the outcomes they want and transition and achieve what matters most to them. She gets to the core of what individuals want, what might be holding them back and what they need to do to move forward.

Michael Golding: *1:1 and Team Coach*



Michael has a lot to bring to the Coaching Relationship. He spent 20 years working at Senior Executive level delivering not for profit healthcare services. During that time, he was a national advisor providing consultancy support to healthcare providers, commissioners and regulators while continuing to work as a Counsellor.

To complement an MBA and an MA in Counselling, he added an Advanced Diploma in Professional Coaching accredited by the Association for Coaching. This has helped him develop a comprehensive and holistic approach to supporting individuals whatever issues they may be facing.

Michael is a Registered Member of both the Association for Coaching and the British Association for Counselling and Psychotherapy and comply fully with their Codes of Ethics.

He has worked with a wide range of clinicians, executives, and other senior professionals as well as solo entrepreneurs and people at various crossroads or turning points in their lives.

Neil Sellen: *1:1 and Team Coach*



Neil has regularly coached clinical and general managers and leaders up to Board level since 2005. He believes he has the background and core skills to coach effectively across a range of disciplines. Neil has had extensive experience of working with GPs and medical consultants with success. He offers team coaching to support their development or work through specific time limited issues. He has a particular interest in developing leaders, especially accidental or reluctant leaders in the NHS.

Interests include supporting people to lead with purpose, for a purpose. Neil is also interested in team development, culture change within the NHS and exploring how to introduce change to a system.

Sarah Massie: *1:1 and Team Coach, Coach Supervisor*



Sarah currently works as a freelance leadership and organisational development consultant, coach, and coach supervisor. She has a special interest in women in leadership, clinical leadership, Quality Improvement, and compassionate leadership.

She has almost 30 years' experience in the NHS, initially as a pharmacist and most recently at NHS East of England, where she was responsible for talent management and leadership development and five years as a senior consultant at the King's Fund.

Sudeep Dhillon: *1:1 and Team Coach*



Worked within NHS organisations, as a pharmacist and at senior levels for almost 20 years and for the last 6 years as an independent consultant and business and personal coach.

Sudeep works with senior executives, directors and assistant directors within public sector and private organisations to improve their individual and teams performance, building resilience, and through reflective and challenging practice engaging more effectively with staff at all levels to improve team dynamics and working relationships.

Tracey Cogan: 1:1 Coach



Tracey is an experienced coach, working with senior leaders and middle managers in the NHS. Her calm reflective style enables me to quickly build rapport with clients and work from a place of trust and respect.

Tracey's coaching sessions allow clients time to think and be heard, helping them to decide on their priorities and find solutions through active listening and questioning and the use of coaching tools and techniques.

Clients value her leadership background in the NHS and local government, as she understands their leadership challenges from a non-judgmental perspective.

Tracey is an associate member of the European Mentoring and Coaching Council (EMCC).

Zoë Cohen: 1:1 and Team Coach, Coach Supervisor, MBTI Trained



Zoë believes in aspiring to be our best adult selves – in the moment, every moment – and challenging ourselves to step up to what we know we are capable of and live the professional and work life we and others deserve. Zoë also believes that leading and managing others is a privilege and inspirational, authentic leadership with integrity really matters. In her 18 years senior leadership and management experience in large complex organisations, Zoë always aspired and challenged herself to put this into practice. Now, as an Ashridge accredited executive coach, Zoë brings her values and experience to benefit individuals' and teams' performance through reaching new awareness, to achieve greater levels of trust, openness, clarity, mutual challenge, motivation, and resilience. She encourages the conversations that need to happen in organisations. Zoe's style is highly empathic, yet challenging, tailored to the needs of every client.

Zoë has over 15 years coaching experience, latterly over 4000 hours as an external executive coach, group, and team coach. Zoe is also an Accredited Coach Supervisor.