

**Leadership  
and  
Management  
Brochure**

**2024 – 2025**



**faye beddow**  
**CONSULTING**

# Welcome

## Faye Beddow Consulting

Faye Beddow, Leadership Development Consultant



Hello, thanks for taking the time to flick through my brochure. I am Faye and after 20 years of working in corporate learning and development I decided to set up my own Leadership and Organisational Development Consultancy.

It's been an exciting three years during which I have achieved so much as a small business; overcome many hurdles, persevered and adapted to the changing world and now run a thriving consultancy adept at working both face to face and virtually. I am passionate about supporting individual learning and growth; enabling people to reach their full potential and bring their unique selves to their roles; with colleagues, with service users or customers; in teams and as leaders.

I started my career at the Audit Commission, leading its highly successful graduate development scheme, developing future leaders across the Audit and Accountancy sector. Many of my trainees are now Directors and Partners across the private and public sector.

My most challenging but rewarding work was in Health and Social Care where I led Learning and Development and OD teams, operationally and strategically. Whilst working at the NHS South West Leadership Academy I supported system-wide Leadership and Organisational Development, with a focus on Inclusion and Compassionate Leadership.

Through this work I have developed a passion for developing inclusive cultures that enable and encourage equality and diversity; creating the conditions for everyone to develop their leadership capability, reach their potential and be their best selves at work.

I would love to discuss how I can help your organisation develop its leadership capability, so please get in touch if I can be of service.



# Workshops

Here is a selection of topics that I have designed and delivered for my clients. All workshops are designed to be delivered in-house and aligned to organisational priorities, values or behaviour frameworks.

Leading and  
Developing Teams

Presentation skills

Assertiveness

Mentoring Skills for  
leaders

Coaching Skills for  
managers

Difficult  
Conversations

Effective  
Appraisals

Giving and  
Receiving  
Feedback

Leading Change

Handling Conflict

Workload and  
Delegation

Personal  
Resilience

We also offer ...

## Diagnostic

- ✿ Individual consultation
- ✿ Team sessions



Diagnostic



## Coaching

- ✿ Performance
- ✿ Improving relationships
- ✿ Career development
- ✿ Action Learning Facilitation

Coaching



## Facilitation

Bespoke Facilitated Team Development events, collaborative working, problem solving

Teams



# Leading Edge Development Programme

**Leading Edge** is a 6 month leadership development programme to develop the leadership behaviours and capability of new and aspiring leaders across all leadership disciplines. The programme can be adapted to align to and include organisational context, strategic direction and values.

## Programme Objectives

To develop new, emerging or inexperienced leaders to:

- \* Develop their personal leadership skills and capability,
- \* Confidently and capably handle the more challenging aspects of their roles as leaders,
- \* Understand how their roles fit into the wider organisation,
- \* Develop their wider peer network to support their continuous professional development.

## Programme Structure

**Module 1**  
Induction

**Module 2**  
TypeCoach

Action  
Learning  
Sets

360  
Feedback

**Module 3**  
Leading  
Self

**Module 4**  
Leading  
Others

Mentor /  
Coach

Project

**Module 5**  
Strategic  
Context

**Module 6**  
Leading  
Change

**Reflective Learning Journal**

# Leading Edge Development Programme

## Module 1 Induction

- \* Programme requirements and Expectations
- \* Leadership Vs Management
- \* Leadership in the current climate and organisational context
- \* Developing your peer network

## Module 2 TypeCoach

- \* Understanding preferences
- \* Recognising Types
- \* Influencing
- \* Temperaments

## Module 3 Leading Self

- \* Leadership context
- \* Leadership models
- \* TypeCoach – personal attributes and leadership style
- \* Emotional Intelligence
- \* Personal resilience

## Module 4 Leading Others

- \* Building relationships,
- \* Team development,
- \* Motivating and developing for high performance,
- \* Using a Coaching Approach
- \* Handling difficult management conversations,

## Module 5 Strategic Context

- \* Understanding the Organisation and Strategic Approach
- \* Stakeholder analysis
- \* Systems Leadership and Influencing

## Module 6 Leading Change

- \* Leading Change
- \* Dealing with Resistance
- \* Reflection on Learning

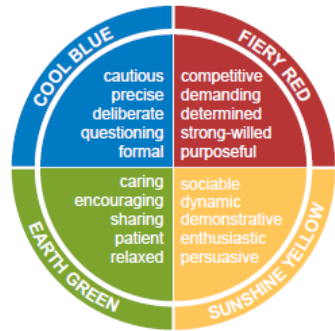
## Colour Energies

The Insights Discovery system is built on the language of colour. We use four colours to describe distinct personality preferences. Fiery Red, Sunshine Yellow, Earth Green and Cool Blue.

It's this simple language which makes the profile so easy to remember and share with others.

Each person is a unique mix of all four colours and it's this combination that determines an individual's personal style, how they react to situations and how they like to behave at work.

The depth of information in the Profile helps teams to understand each other and work together in harmony, as they bring the language of colour from the Insights Discovery workshop back to the workplace.



Insights Discovery will change the way you see yourself and others. It's a powerful aid to self-awareness that you can use at work and at home.

To start your journey of self discovery download the introductory workshop leaflet below, and get in touch to find out how Faye Beddow Consulting and Insights Discovery can support your team.

[DOWNLOAD](#)

[Insights | Faye Beddow](#)

We have all experienced varying degrees of success when trying to get people's full attention or focus and may have found some personalities at work are easier to communicate with than others.

It can be easy to think that our way is the right way, but an increased self-awareness and appreciation of the importance of tailoring communication to the recipient, can change team dynamics, allowing people to work better together, using a shared simple language around these differences. When a team understands each other, it is also a recipe for improved decision making, problem solving, effectiveness and productivity.

## What is TypeCoach?

The TypeCoach program is an interactive and adaptive leadership system designed to give aspiring leaders the skills and resources to tailor their approach to the personality type of their colleagues or customers.

TypeCoach communication workshops are engaging and fun. The practical reports and online resources enable participants to put what they have learnt into context for their work immediately.

*Participants leave with new skills that can be used to improve virtually all their interactions including:*

- The ability to notice personality type preferences in others, based on clues in their behaviour, speech, work style, etc.
- When managing, collaborating, providing feedback or instructing others, based on their personality type,
- When establishing rapport.

## Impact

TypeCoach enables colleagues to discuss and value difference through a common language, reducing conflict and increasing effective communication within and across the organisation. Participants:

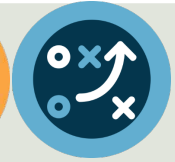
- gain valuable insights into their personality type,
- maximize their natural strengths, and
- minimize their typical challenge areas

# TypeCoach continued ...



## 1. Pre-work: The Verifier Plus

The learning starts with the Verifier Plus, which 25 minutes to complete online.



*Participants will:*

- ✓ Become knowledgeable about the 4 key aspects of personality type through engaging video animations.
- ✓ Make an informed decision about their own type preferences.
- ✓ Complete an interactive multi-step process to ensure they have found their best-fit type.
- ✓ Receive an 8-page report highlighting their strengths and challenge areas, including details on their natural approach to communication.

## 2. Half day workshop: Putting differences into context

Facilitated by a certified TypeCoach professional, this half day workshop builds on what the participant now knows about themselves. Engaging activities and examples explore personality differences and emphasize practical applications for communication with others, to take forward as part of their leadership development.

A simple, easy and effective way to understand others, bridge gaps and communicate more effectively.

## 3. After the workshop: Online Resources

Through a series of online resources, the participants can refresh their knowledge, keep the language alive and put into practice the communication advice.

**Type-to-Type Tool** - Imagine knowing the top ten most important tips for interacting with any person. Imagine if that advice took into account not just THEIR personality type, but YOURS as well, and the unique dynamic between your two types. That is the power of the interactive Type-to-Type tool.

**Coaching Videos** - The TypeCoach online coaching modules answer the “now what?” question, through a highly customised program for each personality type covering the top 5 secrets of success discovered by leaders of your personality type. Each coaching module distills the information we have learned in our 1:1 coaching conversations with more than 10,000 professionals and provides the same insights we would offer in a series of in-person executive coaching sessions.

For more information, please explore [here](#) and on the [TypeCoach](#) website.



# Coaching



Coaching supports leaders with their individual development journey, and my role as a coach is to encourage your development: creating the conditions for you to explore your goals, development options and barriers to progress, creating understanding and commitment to action.

Coaching is a partnership. As a coach I believe in your ability to achieve the goals you set yourself, with just the right amount of support and challenge.

Core to this is a *compassionate* approach to my practice. I work with clients to identify and understand the goal or challenge from *their* perspective. By applying thoughtful challenge, feedback and incisive questions I enable positive reframing, removing self-limiting assumptions and inspire commitment towards the goal.

I work in accordance with the [Global Code of Ethics](#) in my coaching practice. In order to ensure I am developing as a coach and supporting best practice I am committed to working within the European Mentoring and Coaching Council (EMCC), competency guidelines.



# Facilitation



Over the last few years I have had the pleasure of working with lots of groups of all sizes to facilitate new thinking, team bonding and creative problem solving and innovation.

Here are some of the great projects I have thoroughly enjoyed working on:



## Team building

Supporting a team who had grown from 4 people to 18 during the pandemic (and had only met virtually) to get to know one another. We had a fantastic morning working together to share personal achievements and challenges, the strengths individuals bring to the team and had great fun working on a shared challenge.

## Appreciative Inquiry

Working with an organisation that had recently merged a number of teams to find innovative ways to develop new services through an appreciation of the strengths each team brought to the party,



## Strategy Development

Using creative techniques to facilitate a leadership team to identify their Vision, Mission, Values and Strategic Objectives.



# Your Facilitator

Faye Beddow, Leadership Development Consultant



## My Mission

My mission is to enable people and organisations to flourish.

## My Values

My approach is underpinned by 3 core values:

### Compassion

An authentic desire to use my knowledge, skills and experience to help others achieve their goals. Developing trusting relationships based on integrity and kindness, tapping into positive emotions and empowering people to take intelligent action to meet their needs.

### Inclusivity

Respect for human differences and the value of all our contributions. Empowering everyone to have a voice and bring their unique perspective.

### Collaboration

I believe in the power of human connection and the great stuff that can be achieved when we work together effectively.

## My Qualifications

- \* ILM Level 7 Executive Coaching and Mentoring (ILM)
- \* Executive Coaching (University of the West of England, Bristol)
- \* Post Grad Cert in Organisational Development (UWE, Bristol)
- \* Post Grad Diploma in Management (UWE, Bristol)
- \* Diploma in Learning and Development
- \* Certificate in Training Practice (DPG)
- \* Insights Discovery Licensed Practitioner
- \* Action Learning Set facilitator
- \* TypeCoach certified
- \* NHS Healthcare Leadership Model 360 facilitator
- \* BA (Hons) Geography (UWE, Bristol)



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