



Facilitator profile – Amanda Dudman



A highly experienced coach and facilitator specialising in providing leadership coaching, management development programmes and facilitation services to the public and civil sectors. Her work in the public sector, in particular, has so far extended to facilitation sessions, focus groups, team development, personal effectiveness skills training, customer service training, performance management and appraisal skills training, and specialist leadership and management programmes focused on soft skills.

Amanda's substantial public service client list includes: Buckinghamshire Council, Central Bedfordshire Council, Craven District Council, Northumberland CC, London Boroughs of Harrow, Hackney, Haringey, Tower Hamlets and Royal Greenwich, Surrey County Council, Croydon Council, etc.

Programmes, workshops and bite-sized sessions that Amanda has delivered on our behalf to public service organisations within the last couple of years include:

Assertiveness • Beating Stress • Chairing Skills for Elected Members • Customer service in the public sector • Delegation and empowerment • End of year review, feedback and assessment • Flexible and mobile working • Honest conversations • Influencing skills • Coaching skills for managers • Leading change • Making the most of your time • Management in a day • Managing performance through change • Motivating people – skills for managers • Objective-setting • Dealing with Challenging Customer Situations • Personal impact • Personal Resilience • Setting SMART objectives • Supporting employee development • Ways of working and values • Facilitation skills training • Train the trainer

Relevant experience

Owner and Executive Director, Amanda Dudman Coaching Services Ltd **2008 to date**

Provider of executive coaching and facilitation services and organisational development consultancy. Coaching is provided for CEOs in Civil Sector organisations. Since 2010 Amanda has held the position of SFEDI National Trainer, delivering national trainer training in mentoring and enterprise skills and co-authoring national training resources on Mentoring and Apprenticeships.

Director, Vivid Development Ltd **2002 – 2008**

Providing training, facilitation and consultancy to public sector, government organisations and not for profits. Focus areas included organisational learning and development, team development, supporting organisational change, coaching and personal development. Clients included:

Corporate HR Learning and Development Consultant, Islington Council **2000 – 2002**

Senior Consultant working corporately on a range of cultural change programmes; designing and developing learning and development interventions to meet business needs; developing bespoke management and leadership programmes; leading on and implementing key strategic priorities within the HR Directorate; implementing best practice initiatives to support the development of the organisation. liP lead for two directorates.

Assistant Director, UK Training and Development, National Association of Clubs for Young People **1994 – 1999**

UK-wide responsibility for development programmes in support of organisational change for this leading UK charity: strategic HR development (policy and practice); design and delivery of accredited and non-accredited national training programmes (23,000 unpaid staff); national partnership projects (including British Army and NTOs); implementation of new programmes in response to change initiatives. A senior management role combined with an external consultancy role with members, stakeholders and external partners.

Assistant Director, BABC – Clubs for Young People **1992 – 1993**

Operational leader of countywide activities and training events and courses for leaders and unpaid staff. Development of new programmes and projects in response to changes in the organisation.

Qualifications and professional memberships

- Level 4 Award, Internal Quality Assurance of Assessment Processes and Practice
- Post-graduate Certificate in Coaching and Mentoring Practice
- A1 Award
- Fellow IOEE
- Certificate in Positive Therapies (BPS)
- Chartered Fellow CIPD
- Certified NLP Business Practitioner
- NVQ Level 4 Training and Development (Learning and Development)
- L2 Certificate in Counselling Skills
- Certificate in TESOL

Publications

- *Leaders' Guide* – A tool for Youth Workers, Managers and Volunteers, NACYP Publications, 1999
- *Baseline* – Handbook and Toolkit: Setting up and Running a Youth Club, CYP Publications, 2010
- *An Introduction to Enterprise Mentoring*, Essential Enterprise Series, SFEDI Group and Essential Business, Ashford Colour Press, 2011 (co-authors Peter Stevens, Ruth Lowbridge)
- *Get Mentoring* and the *Get Mentoring Pocket Book*, SFEDI Group and Essential Business, Ashford Colour Press, 2012 (co-author Ruth Lowbridge)