



Trainer profile – Richard Beevers



Richard is a highly skilled L&D professional with experience in delivering standalone courses, leading large-scale transformation programmes and teaching university and professional qualifications.

Richard's career includes founding and selling consulting practices, senior management posts at Capita and Smurfit Kappa and non-executive directorships. Richard is the author of The Investors in People Handbook and The Tenant Insight Toolkit.

Richard's style is highly interactive and benefits from a successful and varied career, including:

- Managing Capita Symonds' growth from 850 staff, £80M revenues to 3,000 staff, £300M revenues
- Change management lead on £3M digital transformation for Turner & Townsend, £100M property transformation for Birmingham CC and £50M workplace transformation for the MoD
- Designing and delivering an award-winning £2M customer service change programme for Ford Motor Co.
- Head of Marketing for three flagship public sector energy efficiency programmes; RE: FIT, RE: NEW and Energiesprong
- Winning nine national awards for marketing and customer experience
- Member of Capita's 'big ticket' sales team winning several multi-million-pound contracts
- Delivering European sales programmes for Renault, Michelin and Lafarge

Qualifications and affiliations

- BSc (Hons) Business Studies
- Fellow of the Chartered Institute of Marketing
- Certified Member of the Market Research Society
- Certified Management Consultant
- Certified C-Me Colour Profile Practitioner
- Certified NPS Practitioner
- Certified NLP Practitioner

Regular training topics

- Communication skills
- Telephone skills
- Sales strategy and management
- Selling skills
- Marketing strategy and planning
- Train the trainer
- Presentation skills
- Team building
- Management and leadership
- Colour profiling
- Change management

Previous training clients include

- Associated British Ports
- Birmingham City Council
- Chartered Institute of Housing
- Chartered Institute of Marketing
- Endress & Hauser
- Estuary Housing Association
- Ford Motor Company
- Gateley Legal
- HUUB
- Law Society of Scotland
- Leeds Beckett University
- Longcliffe Quarries
- Metropolitan Police
- Michelin
- Network Rail
- O2
- Perrys Motor Group
- Porterbrook Leasing
- Quark
- Rentokil Initial
- Scania
- The Pensions Regulator

Client feedback

Richard receives consistently excellent feedback from participants.

- “A really interactive session, the time flew by (which never happens on training days).”
- “A customer service approach that made me rethink what ‘good’ actually looks like.”
- “Modern, relevant content that fits real customer conversations, not textbook fluff.”
- “Richard has a great way of making the learning stick without it feeling heavy.”
- “The course gave me a stronger structure for handling calls and tricky situations.”
- “Richard’s coaching style was spot on: supportive but still pushed me to improve.”
- “The learning felt tailored, not generic ‘one size fits none’ training.”
- “Great individual input, I left knowing exactly what to work on.”
- “Brilliant mix of practice, reflection and real-life scenarios.”
- “Richard managed to keep it upbeat while still delivering serious learning.”
- “The coaching element was gold, firm but fair.”
- “Excellent role plays.”
- “Gave me confidence to present and communicate with more impact.”
- “Strong focus on empathy and tone, it genuinely changed how I come across.”
- “It helped me stay calm and credible when things get awkward.”
- “I’ve already changed how I approach difficult calls because of this course.”
- “Richard gives feedback in a way that lands.”
- “The session sharpened my ability to explain things clearly to different audiences.”
- “Practical tools and frameworks I’ll actually keep using — not just nod and forget.”
- “Clear takeaways, I didn’t leave thinking ‘so... what now?’”
- “The one-to-one feedback made a real difference to my performance.”
- “Richard made it feel safe to practice, you could have a go without fear of looking silly.”
- “It improved my confidence without throwing me into the deep end.”
- “Helped me communicate with more purpose, fewer words, more impact.”
- “It was structured in a way that built skills step-by-step.”
- “Really useful for anyone who needs to influence others through communication.”
- “It made me notice my bad habits and then fix them.”
- “Normally training drains me but this one actually energised me.”
- “Richard somehow made ‘customer service training’ really interesting which I didn’t think was possible.”
- “10/10!”

Richard is based in Derby and delivers training throughout the UK.