

National Support Programme - Tutor Biographies

Bev James, Managing Director of EBA (Entrepreneurs' Business Academy) and The Coaching Academy

- Starting your own business
- HT Club – South West: Starting your own business
Launched at the National Conference 2010! Outstanding feedback received!



Bev James is a Professional Coach with over 20 years' experience in the coaching, training, recruitment and health and fitness sectors. As a Professional Coach she 'wears two hats' - on one hand she is a Business Coach increasing Performance for business and entrepreneurs; on the other, she professionally trains the practical skills of coaching. Bev believes there is nothing more rewarding than seeing someone accomplish personal or business goals, knowing that you played a part in their success.

Bev James is Founder and MD of the Entrepreneurs' Business Academy and is also the MD of The Coaching Academy, the world's largest coaching organisation. With almost ten years experience under their belt, the Coaching Academy skilfully combines coach training with business building skills, to help new coaches live their passion by earning a living doing what they love.

Edward Wright, Partner, Berryman

- HT Club - Midlands: Protecting your idea: taking an idea to market (IP and copyright)



Ed is a Partner in the Innovation & Technology Team which forms part of the Business Services Group at Berryman. Ed is an Intellectual Property ('IP'), Information Technology ('IT') and commercial contract law specialist who works primarily with clients from the ICT, media and entertainment, sports, telecommunications, engineering, pharmaceuticals and biotechnology sectors.

Ed's main areas of advice include the following: Assignment, licensing and general exploitation of IP rights, Technology transfer, agency, consultancy, distribution/reselling, franchising, marketing and sponsorship arrangements, Related competition law issues, Disclosure of confidential information, trade secrets and know-how, Terms and conditions of business, Purchase and supply of goods and/or services, Acquisition, development, licensing and supply of software, hardware, full information and communications technology systems and related services, E-commerce law, Data protection and freedom of information

DKH Legacy Trust National Support Programme Jul-Dec 2010

Hilary Coldicott – Next Generation Coaching Licensed Trainer

- Tutor (HT) orientation for parental education course



Hilary is A licensed trainer for Next Generation Coaching. She has 20 years experience in organisational development and her specialism is in helping organisations to align their values and behaviours with their vision and strategy. Her passion is coaching parents and coaches to find joy and fulfilment in their relationships with children.

Hilary has a BA Hons in European Studies, a Diploma in Management Studies, a Diploma in Sports Psychology & Coaching and a Diploma in Business Coaching from the University of Chester. She is Master Practitioner of NLP, and is licensed to use several psychometric profiles.

She is co-author of a book published in July 2004, “Change Management Excellence”. Hilary enjoys running and cycling and lives in Buckinghamshire with her two very sporty sons!!

Jeremy Lazarus, NLP Master Trainer

- General Coaching Session
- Introduction to NLP



Jeremy Lazarus is a Certified Master Trainer of NLP (one of about 50 in the world) and a high performance executive and sports coach. Prior to becoming a coach, Jeremy spent over 15 years in business as an accountant, finance director, management consultant and corporate treasurer.

In addition to running NLP courses, Jeremy coaches and trains business people, coaches and athletes to perform more effectively. He regularly speaks at workshops, conferences and seminars, and has appeared on television and live radio several times. He is the author of the Amazon UK number 1 best-selling book *'Ahead of the Game: How to Use Your Mind to Win in Sport'*.

Keith Daniell, Managing Director, Media trainer, & former television presenter, The Media Group

- Preparing Presentations

Having spent 25 years in radio and television, Keith Daniell is an experienced broadcaster and journalist. He fronted the Channel Four Daily for two years as well as presenting ITV's flagship regional news programme, Central News.



Keith left television and founded The Media Group in 2002 and is now Managing Director of over 70 staff at its main offices in Nottingham. The Media Group provides conferences and audio visual production for a number of high-profile clients including The Football Association, UEFA and local authorities.

The Media Group has become a major player in the sporting events industry where Keith's broadcasting skills allow him to create a real sense of show and occasion. His creativity and attention to detail ensure events run to the minute, providing participants and clients with truly memorable experiences.

DKH Legacy Trust National Support Programme Jul-Dec 2010

Penny Crisfield, Founder & Managing Director, Apollinaire Consultancy Associates

- HT Club – North: Introduction to Mentoring skills



Crisfield is a former UK lacrosse coach and player, HE lecturer, sport psychologist, Assistant and Interim CEO and Head of Coach Education for the National Coaching Foundation (now sportscoach UK).

Penny and her team of associates work in the corporate sector, with most sports governing bodies and many sports agencies in the UK and overseas. They bring extensive experience in executive coach mentoring, train-the-trainer and facilitation training, coach education, leadership development, training design and multi-media resource development.

Penny is working with DKH Legacy Trust on the RAMP project, delivering the Level 3 Certificate in Mentoring to its RAMP Mentors.

Sonya Shellard, Director of Next Generation Coaching

- Tutor (HT) orientation for parental education course



Sonya Shellard is Director and co-founder of Next Generation Coaching. Her expertise lies in bringing about behavioural change at an organisational, team or individual level; and now within families. Her wealth of knowledge has been used to design Coaching Skills for Parents workshops, with Co-Director Kim Morgan, a Master's Level trainer in Business and Personal Coaching. Sonya holds a BA (Hons) Degree in Politics, Philosophy and Economics from the University of Oxford and a Post Graduate Certificate (with Distinction) in Business and Personal Coaching from the University of Chester.

She has a son and a daughter who provide many wonderful anecdotes and stories to share with other parents!

Next Generation Coaching was established in 2006 to support and develop parents and families. Having worked for many years as business coaches, as providers of Masters level business and personal coach training and with experience of child welfare and family support, its Directors recognised the need to bring coaching into the lives of all parents and families.

DKH Legacy Trust National Support Programme Jul-Dec 2010

Steve Girdler, Director of London 2012 at Adecco

- HT Club - South: CV and Interview skills workshop



Steve Girdler is Director of the London 2012 Partnership at Adecco, responsible for sponsorship activities such as the Athlete Career Programme as well as the delivery of the recruitment and outplacement services on-site with particular emphasis on the delivery of innovative programmes to ensure a truly inclusive Games.

Steve started his career in sales and marketing roles within the construction industry. In 2000 he joined KPMG as Industry Manager for Construction Services and two years later became Chief Operating Officer for KPMG Real Estate Advisors, a newly formed business unit operating from the UK where he helped build £40m in the first year and launched new national and international services.

In 2004 Steve Joined Kelly Services as Director of Marketing where he was responsible for all marketing activity in the UK and Ireland working closely with other European countries and the Head Office in the US and led a Global brand reposition.

Vicky Bailey, Director of Delphinus Sport and DKHLT Coach

- Developing Learning Plans: How to Plan Sessions to Optimise Learning



Vicky started her career as Schools Liaison Officer in Plymouth managing the Champion Coaching Programme, moving to work for the National Coaching Foundation as a Regional Coaching Development Officer in the East Region. She worked for the National Playing Fields Association at a UK level developing a programme targeting disaffected youths. She then moved to take up the post of Active Sports Manager.

Vicky set up Delphinus Sport in May 2002 working with a number of partners from both Governing Bodies and County Sports Partnerships. Throughout her career, Vicky has developed as a trainer and is now a National Trainer for the NSPCC Child Protection in Sport Unit and sports coach UK National Trainer and Assessor.

Vicky has led on the DKH Legacy Trust's Harnessing Talent Next Steps Sessions and worked on our Safeguarding Children policies and practices. She is also working with the Trust on the RAMP project, delivering the Level 3 Certificate in Mentoring to its RAMP Mentors.