

# DKH Legacy Trust National Conference

## 'Harnessing *Your Talents*' Tutor Biographies

Day One: Wednesday 31st March 2010

### **Dame Kelly Holmes, Chair of DKH Legacy Trust**

- Welcome and Introduction: Why I Set Up the Trust and Celebrating Success



Dame Kelly Holmes is best known for her international athletics career. She has won Olympic, World, Commonwealth and European medals, and added the ultimate sporting trophy to her collection at the Athens Olympic Games in 2004: Double Olympic Gold.

She is not only known for her medals and records, but also for her determined and committed approach to life and work. Having achieved success beyond her dreams, she has a passion for helping others fulfil their potential.

As well as being Chair of DKH Legacy Trust, she also has many other roles and responsibilities that keep her very busy! She works with a range of charities, sponsors and other organisations where she feels she can use her skills and experience to make a difference.

### **Sarah Winckless, Olympic Bronze Medallist and 2 x World Champion**

- Welcome and Introduction: An HT story – My Personal Experience of the Trust's Support



Sarah was an Olympic bronze medallist in Athens and a member of the gold medal winning Women's Quad at the World Championships in 2005 and 2006. Her last international competition was the Beijing Olympics where she placed fifth in the Women's Eight.

Since retiring, she has become an active member in the Trust's work. She acts as both athlete mentor and role model in the Sporting Champions and Backing Talent programmes; and has also accessed the Business Mentoring Programme, attended a 2-day NLP Course and is a member of the newly formed Performer Steering Group.

Sarah works on a consultancy basis for Howard Warwick Associates, and after 6 years motivational speaking experience aspires to be a business coach.

### **John Palmer, Trustee of DKH Legacy Trust and Director of Corporate Communications and Public Relations at Sheffield Hallam University**

- Networking Skills: How to Talk to and Influence People



John Palmer has been at Sheffield Hallam University for six years and runs all aspects of internal and external communications as well as managing the overall image and reputation of the University.

He began as a journalist on local and national newspapers, and has subsequently run corporate affairs departments for several high-profile international companies and organisations. Throughout his career, he has seen the value of sport and has used it to develop strategies for major marketing and positioning campaigns for businesses.

He has also worked for the world's largest Events and Sports Marketing Company, IMG, where he helped to devise and run the campaign to popularise ballroom dancing and ran media campaigns for international sports stars.

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## **Louise Wolsey, Communications Director at DKH Legacy Trust**

- Networking Skills – How to Talk to and Influence People



Louise helped in the early start-up of the Trust and took on the Communications Director role when the CEO joined in July 2008.

Prior to that, she spent seven years as a Secondary School Teacher and Head of Department, and worked at the Youth Sport Trust as Head of Impact and Research, National Development Manager for the School Sport Partnerships Programme, then Communications Director. She also held Communications roles with the Women's Sport and Fitness Foundation, and successfully set up and executed a 20th Anniversary Celebration for 'Dreams Come True' at 10 Downing Street.

Building from this background of development and an understanding of the need to communicate key messages simply and effectively her wide ranging roles involved leading the Media, Web, Publications and Press and PR functions and have required significant project and relationship management across companies and with external partners and agencies.

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

- Setting Up a Business for the First Time
- Introduction to Coaching Skills



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. Bev has coached many high profile entrepreneurs to the success they enjoy today and has a thorough understanding of the mindset and issues affecting entrepreneurs and business owners.

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## **Vicky Bailey, Director of Delphinus Sport and DKHLT Coach**

- Developing Learning Plans: How to Plan Sessions to Optimise Learning
- Personal Coaching Session: Help! I Don't Know What to Do?



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.

## **Jeremy Lazarus, NLP Master Trainer**

- Development Planning Session: Help! I Know What I Want to Do But Don't Know How to Get There?



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'*.

## **Andy Graham, Senior Executive at BP and DKHLT Business Coach**

- Introducing the DKHLT Business Coaching Programme
- Increasing Your Chances for Long Term Success (DAY 2)



Andy is a retired international BP senior executive with over 25 years experience in the downstream oil industry in both established and emerging markets. At BP since 1981, he built and led high performing teams in the European, Asian and Middle Eastern markets and organisationally complex areas of business.

Andy's portfolio includes instigating and managing organisational change whilst on a 2 year secondment to HM Treasury, consistently raising profitability through a customer centric approach to performance delivery, and relationship management with Oman and Shanghai government ministers and officials.

He studied at both Cambridge and Harvard University, and in 2008, was a Board member for the European Chamber of Commerce in Shanghai. Andy is currently developing the DKH Legacy Trust Business Mentoring Programme for our retired elite performers.

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## **Alan Rapley, Consultant and Chair of Performer Steering Group**

- Introducing the Performer Steering Group



Alan is a former 1996 Olympic Swimming Team Captain. He set up the 'Alan Rapley Consultancy Ltd' in 2008 after a successful career in Sports Administration. His company, which provides services to RBS, scUK and British Swimming, offers a number services and solutions including: Mentoring systems, Leadership management, Education systems, Group and Employee engagement and Performance Development.

Before setting up his consultancy Alan was the Coach Development manager for the ASA. He was responsible for creating, developing and implementing the UK Coaching Certificate (UKCC) qualifications in four aquatic disciplines. Alan also set up the first teacher and coach licence scheme that covered the 80,000 swimming coaches currently working across the UK. As a volunteer he is Chairman of Hinckley Town Cricket Club and is an active member of Leicestershire County Cricket Club Management Board.

Alan has been involved in numerous DKH Legacy Trust Backing Talent projects and is the Chair of the newly elected Perform Steering Group.

## **Emma Atkins, Sport Director at DKH Legacy Trust**

- Conference Host



Emma has a background in sport coaching and administration spanning over 18 years. In her most recent roles at sports coach UK, Emma was national project lead for the development of 45 Coach Development Officers with DCMS, managed the regional network across England and led on Support for Coaches within the UK Coaching Framework. Partnering with other agencies on the integration of Long Term Athlete Development (LTAD) Emma led the development of Multi Skill Coach Education and Coaching Roles in the UK. As a National Trainer and Coach she has a keen passion for supporting adults to learn and develop through education, applied practice and mentoring which she has brought to the role with DKH Legacy Trust.

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## Day Two: Thursday 1<sup>st</sup> April 2010

### Bev Salt, Programme Director at British Olympic Association

- Keynote: Services to Athletes



Beverley has been with AstraZeneca plc since 1993 in a number of Executive roles in Marketing and Business Development. She is currently on secondment to the BOA to develop corporate mentoring partnerships between the NGBs and FTSE companies. Given her business background, she has also been asked to lead a number of strategic change projects for the British Olympic Association, including reviewing how BOA can engage most effectively with Athletes.

Previously she was with ICI plc becoming General Manager of Central & Eastern Europe. Bev is a Non-Executive Director the National Centre for Languages and Watford Palace Theatre. Bev is keen on personal development and has completed an International Masters in Practical Management, her first degree being from University of Cambridge in Modern Languages. She qualified as a Chartered Director with the Institute of Directors in 2007, and is a member of their Professional Accreditation Committee.

### Julie Whelan, CEO at DKH Legacy Trust

- Keynote: London 2012 Young Leaders Programme
- New DKH Legacy Trust Projects for Athlete Employment



Julie has over twenty seven years experience in the Education sector. In 1995-7 she took on a middle school headship in difficult circumstances, and then became a local authority adviser in Hertfordshire and a Registered Inspector with OfSTED in 1998.

This same year, Julie was appointed by the Youth Sport Trust to establish the Specialist Sports College programme and worked closely with the Department for Children, Schools and Families to ensure this programme was developed effectively. In 2000 she took on the role of Education Director with the YST and spearheaded the expansion of the Sports College Programme and the wider remit of education within the YST.

In July 2008 she was appointed CEO of the DKH Legacy Trust. On top of her daily Executive role, Julie also leads on DKHLT's Inspiring Lives programmes which help disadvantaged young people to find and believe in their own talents.

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## **Ronnie Heath, Consultant at Create Development and DKHLT Coach**

- Team Building Activities with Young People/Performers



Ronnie is Managing Director at Create Development. He is the Lead Author of the *Funs for Everyone*, *Raising the Bar* and *Accelerating Abilities* learning resources and former National Trainer for sports coach UK's Multi-skill delivery. He continues to develop tutors, resources and courses for a variety of agencies. The winner of the 'Outstanding Achievement in Coach Education for London' in 2006, he became England Basketball's Coach of the Year in 2007, following the rise of the Taunton Tigers Men's team to National Division 1. He is now the lead consultant for Create Development and works both nationally and internationally.

## **John Parsons, Managing Director at Create Development and DKHLT Coach**

- Development Planning Session: Help! I Know What I Want to Do But Don't Know How to Get There?
- Team Building Activities with Young People/Performers (DAY 2)



John is Managing Director and Lead Consultant at Create Development. He has a strong background in sport as a Performer, Coach, Coach Educator, Coach Development Officer and, most recently, Regional Manager for London at sports coach UK.

John spent 4 years with Chelsea Football Club and went to the United States on a soccer scholarship where he gained an MSc in Education and began his coaching career. John has coached at all ages and levels of Youth Football and is currently a UEFA 'B' Licensed Coach, an FA Coach Educator and a Senior Tutor for sports coach UK.

John has led on the DKH Legacy Trust's Harnessing Talent Next Steps Sessions, as well as developing and providing support to athletes delivering on Sporting Champions and Backing Talent programmes.

## **Steve Girdler, Director of London 2012 at Adecco**

- The Game Plan



Steve Girdler is Director of 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.

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## **Pat Glennon, Adecco V.P. and Global Director**

- The Game Plan



Patrick Glennon is the Global Director of the International Olympic Committee Athlete Career Programme in co-operation with Adecco. He began developing programmes to support athletes making the transition from sport to the labour market in 2002, working with the National Football League in the USA. He went on to work with the other professional leagues, and worked with the US Olympic Committee in 2005, before assuming his global responsibilities in 2006 with the IOC and the International Paralympic Committee. Since he began working with the programme, it has delivered career services to more than 5,000 Olympic and Paralympic athletes in over 40 countries and continues to grow.

Prior to assuming his current position, Patrick had more than 20 years' experience delivering accretive business results as a global corporate development executive. His global experience includes managing operations across Europe, Asia and the Americas. Patrick now manages both the IOC and IPC Athlete Career Programmes.

## **Emyr Roberts, Strategic Lead on Excel, Sport England**

- Supporting Talented Young Performers



Emyr joined Sport England at the end of September 2009, leading a small team providing advice and support to sports and monitoring how effective they are in achieving outcomes and targets to demonstrate progress with their talent development programmes.

Prior to joining Sport England, Emyr worked at UK Sport for over 10 years as a Senior Performance Advisor leading the relationship with and providing support to a number of Olympic and Paralympic sports via the world class programmes. In addition to the sport specific advisory role Emyr was a member of the Government Coaching Task Force and contributed to the development of the UK Coaching Framework. Emyr's early career consisted of a number of Sport Development roles with Kent, Harrogate Borough Council and prior to that worked in South East London leading a private sector led sports development project.

Emyr has played and coached a number of sports - representing Wales at schoolboy level in Cricket; playing semi professional football and Yorkshire league cricket.

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## **Tim Lawler, CEO at SportsAid**

- Supporting Talented Young Performers



Since Tim's appointment as CEO in 2004, SportsAid has undergone major change including modernisation of governance and structure, significant growth in commercial partnerships and rebranding. In this time the charity has tripled its grant-giving budget, more than doubled the athletes it is able to help and has been given the lead role for the Government-backed Talented Athlete Scholarship Scheme.

At Saracens, Tim was the youngest MD in the Premiership and was responsible for the non-playing activities of the club. He created the award-winning Saracens Community Programme, achieving national recognition as Best Community Sports Programme in the UK and being named category winner of the London Business Awards in 2002 and 2003; the programme was also recommended as a Model of Best Practice by the DCMS Select Committee. In 2000, Tim was a founding Trustee of the innovative Saracens Foundation, which helps young people through sport.

Prior to joining Saracens he worked in the Rugby Development Department at the RFU.

## **Pauline Harrison, Consultant and Board Member at CCPR**

- Supporting the Development of Decision Makers in Your Sport: Developing Good Governance



Pauline is a coach and consultant who combines a powerful mix of passion and experience to help manage and facilitate change to people, systems and structures. Having first trained as a Physical Education teacher Pauline then moved into coaching and worked for National Governing Bodies of sport for 20 years, with roles including Director of Coaching and Performance Director, culminating in the position of Chief Executive at England Netball.

Pauline's consultancy work has included Executive coaching, Strategy development, leadership development, workforce training, conference planning and she has led reviews of governance and modernisation. In addition to her consultancy Pauline holds a number of non-executive positions with different sporting organisations and is currently on the Board of Directors of the Central Council of Physical Recreation and is a trustee of Sports Leaders UK.