

Lilian Kershaw
&
Penny Jones

Working in Association

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Today, organisations face unprecedented change and need to be able to adapt quickly. We believe that learning at individual, team and organisational level is crucial. The work we do contributes to the development of a culture and climate of learning. We help establish and facilitate systems and approaches that encourage regular reflection and conscious change at all levels of the organisation and that harness the learning so that the organisation meets and exceeds its objectives in the eyes of all its stakeholders.

Lilian Kershaw - a personal profile

Lilian has had her own consultancy in personal and organisational learning for 4 years. Prior to establishing the consultancy she had over 30 years experience of working in the NHS including 16 as Director of Human Resources and Organisational Development in 3 different organisations.

Lilian can evidence a track record of successfully planning and delivering significant change in complex environments, of leading and developing effective teams and of developing individual potential. She has also worked with different organisations to develop and integrate organisational vision and values and has supported the development of OD strategy promoting the engagement of a wide range of staff. She has developed a particular interest in coaching teams and

facilitating clients to develop as 'learning organisations,' promoting and develop a coaching and involving style of leadership.

A member of the Chartered Institute of Personnel and Development (CIPD), Lilian also has a Masters in Leading Innovation and Change and an Advanced Diploma in Executive Coaching and Mentoring. She is also a member of the European Mentoring and Coaching Council and works within its Code of Ethics, Complaint Procedure and Diversity Statement. In addition she is an LQF (Leadership Qualities Framework) facilitator, as well as a Myers Briggs practitioner.

Penny Jones - a personal profile

Penny established her own coaching and consulting practice following 20 years leadership experience in the Local Authority and the NHS, most recently as a Chief Executive. She has delivered challenging performance and financial targets including turnaround experience as an Interim Chief Executive. Penny has planned and implemented complex and strategic organisational and service change across whole systems and supported people through the implications of this. She is committed to organisational and personal development having experienced the individual and organisational benefits of a learning organisation. She continues to support the development of coaching skills for managers and is committed to the development of authentic leadership.

Penny has significant coaching experience working with Directors, clinical leaders and senior managers in the NHS and Local Authorities and more recently coaching experience in the not for profit and for profit sector. She has worked extensively with senior leaders managing organisational and personal transitions. Her coaching approach encourages her clients to become self-organised learners taking responsibility for their personal development. She is a member of the European Mentoring and Coaching Council and works within

its Code of Ethics, Complaint Procedure and Diversity Statement. Penny holds an Advanced Coaching Diploma from the Oxford School of Coaching and Mentoring and is completing an MA in Professional Coaching with i-coach academy and Middlesex University. She is an accredited Myers Briggs practitioner. Recent research on the role and value of coaching senior leaders in career transitions can be accessed on www.azuritecoaching.com.

Current consulting and coaching clients

Consulting

North Yorkshire & the Humber Health Protection Unit
Bradford & Airedale Teaching PCT
Leeds PCT

Coaching clients

Hull Teaching PCT
Sheffield PCT
Bradford & Airedale PCT
Wakefield PCT
Doncaster PCT
North East Lincolnshire Care Trust Plus
East Riding of Yorkshire PCT
North Yorkshire County Council
North East Workforce Development Confederation
North Lancashire PCT
NHS Institute for Innovation and Improvement
i-coaching Academy