



Company Contact Name:

Contact Details:

LinkedIn Profile:

Geographical Base:

Blend Associates Ltd

info@ltdblend.com

www.linkedin.com/in/totalhr

UK – Wales and Yorkshire

PROFILE:

Ruth's passion is partnering with organisations, leaders and teams to maximise their impact for the benefit of the organisation and its key stakeholders. Ruth supports leaders and teams to make informed choices about their development and make sustainable personal changes.

Through the building of a deep and mutually trustful relationship, she creates the space for leaders and teams to express, be vulnerable, reflect, experiment, practice and learn. Using a range of techniques, psychological models and lived leadership experience Ruth supports leaders and teams of leaders take practical steps for positive change.

Ruth's coaching style works at psychological depth for sustained change and is supportive, challenging and impact focused. Her coaching work is based upon a clear coaching contract, mutually agreed at the start of any assignment to bring focus and measurable benefit.

Ruth's coaching approach is borrowed from Stephen Gilligan - Fierce, Tender and Playful.

Her core life values are integrity, fairness and honesty and these underpin everything she does.

COACHING, MENTORING & FACILITATION EXPERIENCE:

COACHING CONTRACTS:

Ruth's clients range from multi-national companies to central government and several local authorities. She co-created and was heavily involved in delivering a pioneering Group Coaching Programme for Transport For London which won Best Coaching Programme and Personal Development at the 2023 Business Culture Awards.

Examples of recent coaching assignments in the private sector have been with the Financial Times (Team and Individual Coaching), Warwick Acoustics (Team and Individual Coaching), Baillie Gifford (Team Coaching) and Johnson Matthey (Team Coaching). In the public sector, Ruth has coached at The House of Lords (Leadership Development and group coaching), the Universities of Sheffield (Team and Individual Coaching), Cambridge (Team and Individual Coaching), and Imperial (Team Coaching). Ruth is currently working with a number of local authorities including Bury (Individual) and Sheffield City Council (Team and Individual). She is also working with a not for profit advocacy charity, Voiceability (Team and Individual). Ruth has recently completed a team coaching assignment with an NHS Trust in the North West of England.

MENTORING:

Ruth has been a Mentor at several points in her career. She is currently mentoring two HR professionals (one in private sector and one in a charity) to support them delivering a 'head of' people leadership role. Ruth has also designed and delivered Mentor and Mentee Training to an FMCG client.

FACILITATION:

Ruth is an experienced people skills, leadership and management and HR Programme and workshop designer with clients ranging from Cambridge University Press and Assessment to Skipton Building Society. She is currently working with a partner to design a senior leaders systems leadership programme for an English local authority. Ruth has over 30 years experience of facilitating impactful, interesting development programmes. For example, she designed and led the first global leadership programme for Jaguar Landrover and a core HR skills programme for Bentley Motors. She is currently part of a team delivering Conversational Leadership Skills for Skipton Building Society and is solely facilitating a Women in leadership programme for Cambridge University Press and Assessment.

PSYCHOMETRIC PROFILING:

- Myers Briggs Step 2
- Facet 5
- Savile Wave

KEY SKILLS:

Ruth has a background in HR leadership within the private sector and her key skills are: Strategy, business management, people management (HR and employment law), systemic facilitation, team and individual coaching, constellations and 3D Mapping.

PROFESSIONAL QUALIFICATIONS AND TRAINING:

- Senior Practitioner Level Coach – EMCC Accreditation
- Postgraduate Certificate in Business and Executive Coaching
- Postgraduate certificate in Team Coaching
- Systemic Coaching, Constellations and Embodied Theatre level 3
- Systemic Team Coaching with Peter Hawkins, leading to EMCC Senior Practitioner in Team Coaching
- Postgraduate Diploma in HR Management

PROFESSIONAL MEMBERSHIP:

- Fellow of the CIPD (Chartered Institute of Personnel and Development)
- Member of EMCC (European Mentoring and Coaching Council)

CAREER BACKGROUND:

Ruth is an experienced HR generalist who developed to being a senior leader in FMCG, undertaking the roles of HR Director and Group Reward Director. Following her corporate career, Ruth built her own HR and Development Business, focused on supporting organisations to build and implement people initiatives that enabled them to achieve personal and business growth and designing and leading major OD and business restructure projects including engagement and reward projects in the NHS.

Ruth merged her business with a bespoke Leadership and culture consultancy 13 years ago and enjoyed a successful career shift as a Client Director and Principal Consultant.

Following the sale of the business and a period of time to transition the business to its new owners, Ruth has moved back into her own consultancy to focus on the projects and clients where she feels she can add most value. Ruth is also an Independent Panel Member for the Judicial Appointments Commission and an Independent panel Member for serious misconduct cases in Police Wales.

RECENT TESTIMONIALS:

"Ruth's flexibility of approach and professional depth allowed her to adjust her style to the context and on every occasion drive clear outcomes and improve engagement. She has supported me with both group development and 121 work at different levels of seniority and across staff and non exec functions, including managing some very difficult group dynamics and unexpected issues! I would have no hesitation in recommending ruth as a champion and expert in OD delivery" **CEO Bury Council**

"Ruth is a powerful force for positive change – although I strongly suspect that she would argue she is not, she just enables others to be so! She is highly insightful – she listens carefully, joins up dots, and then asks the razor-sharp questions that provide the challenge. Her compassion however is clearly evident in the firm and persistent way in which she then coaxes responses to those questions. Her input and interactions have brought about transformative change, not only in me personally, but consequently for my organisation. Ruth has helped me to alter my perspective, raise my eyeline, and identify opportunities and priorities to move both myself and my organisation forward" **CFO, Voiceability**