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Scotland, UK

## PROFILE:

Diana Dawson is an Executive, Career and Wellbeing Coach. She is an Accredited Master Coach with the Association for Coaching, a qualified Career Coach and Counsellor and Business Psychologist specialising in Executive, Career and Wellbeing Coaching. With over 20 years' experience of working with individuals and organisations, Diana has supported and enabled hundreds of people to achieve their individual and career goals. She holds a MA in Psychology, MSc in Career Counselling and Management, MSc in Occupational Psychology and a Certificate in Coaching Psychology and has her Level A and B in Psychometric Assessment. She has a vast amount of experience working with individuals from different backgrounds and organisations. This includes the public, private and third sector. She has also run workshops for career management and wellbeing at work.

## COACHING, MENTORING & FACILITATION EXPERIENCE:

### CORPORATE COACHING CONTRACTS:

- NHS England – Since 2018 to present – Regular Wellbeing and leadership coaching for primary care
- BBC Scotland - Career Coaching
- Deloitte, London – Executive and Leadership Coaching
- Edinburgh City Council – Executive Coaching

### INDIVIDUAL COACHING CONTRACTS:

Individual coaching for managers and leaders in Aegon, Amazon, Boots, BAE Systems, Barclays, BBC, Black Rock, British Airways, Canon Medical Devices, BP, Capita, Deloitte, City of Edinburgh Council, Edinburgh University, Citi, Franklin Templeton, Harvey Nicols, Heineken, Halfords, Honeywell, Microsoft, NHS Scotland, NHS England, RBS, PWC, Sky, Tesco Bank, Scottish Ambulance Service, Standard Aberdeen, Starbucks, Uber, Value Retail, Napier University, Strathclyde University, University of St Andrews.

### FACILITATION:

Team and Career Development Workshops (including interview and career transition workshops) for organisations such as GSK, NHS Scotland, NHS England, Scottish Government, Glasgow Caledonian University, Lumity Life, Canon Medical Systems, Heineken

### PSYCHOMETRIC PROFILING:

- Prophet, Wisdom 8, 2022
- Myers Briggs, OPP 2005
- OPQ, SHL, 2005
- Level A and Level B Psychometrics training, LevelAB, London 2003

### KEY SKILLS:

- Helping leaders be more effective
- Helping people be happier at work
- Helping people be more productive at work
- Helping people to be more resilient
- Helping people to manage stress at work
- Helping people to realise their strengths
- Helping people to manage their careers

## PROFESSIONAL QUALIFICATIONS AND TRAINING:

• Diploma in Stress Management and Resilience, UK College of Hypnotherapy	2021
• Diploma in Hypnotherapy, CBT and Mindfulness, UK College of Hypnotherapy	2021
• C-IQ Enhanced Practitioner (Conversational Intelligence®), WBECS	2019-2019
• Neuroscience for Coaches, Association for Coaching, London	2013-2014
• Certificate in Coaching Psychology, Centre for Coaching, London	2011
• MSc Occupational Psychology, Strathclyde/Glasgow Caledonian University	2006-2010
• MSc Careers Counselling and Management, Birkbeck College, U of London	2001-2004
• MA Psychology Honors, Aberdeen University	1981-1985

## PROFESSIONAL MEMBERSHIP:

- Member of British Psychological Society
- Accredited Master Coach and Member of The Association for Coaching

## CAREER BACKGROUND:

After completing a degree in psychology, Diana set up a business to assist organisations with their recruitment through psychometric assessment. She then took a different turn and worked for a large wine and spirit merchants as a graduate operations management trainee. From there she went to Boots, the chemist, for several years in logistics and supply chain management, followed by buying management. Diana then moved into recruitment for a few years. Diana eventually found her calling by retraining in career counselling and occupational psychology and set up a business to help people to be happy at work. She has since trained in coaching and has run her business for over 20 years.

## RECENT TESTIMONIALS:

*"I got in touch with Diana after an ex-colleague recommended her, and I'm so glad I got in touch and hired her as a career coach. I knew from the first contact with her along with her long list of qualifications and experience, that she would be able to help, and she did. She helped me to focus on where I wanted to go with my career, after 4 years being stuck. She helped me to rebuild my self-confidence and self-belief, and specifically helped me with interview skills and helping me to pin down what it is in my career that made me thrive and where I could go in the future. She's given me the tools I need to succeed. If you're swaying about taking her on as your coach, just do it, I would highly recommend her as a coach (and have done to others already)".*

*"Working with Diana changed my course in life, as well as my sense of self. Through her insights, recommendations and skillful facilitation, Diana supported me from the point of not knowing what I wanted or could do, to understanding who I am, how I can work to my strengths and craft environments that work best for me. Most of all though, working with Diana helped me gain a sense of confidence that I never believed I could have. I always wondered how others gained such confidence, and now I'm privileged enough to have found one of those ways by working with Diana. If you are like I was, wanting to live a life that has meaning and fulfilment for yourself and those around you, I would urge you to connect with Diana and see where her support can take you."*