



dedici



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www.providerofexcellence.com



This catalogue is primarily for ORGANISATIONS wishing to commission coaching services. If you are interested in 1:1 coaching as an INDIVIDUAL, please contact us at coaching@dedicicpd.co.uk

Please note we have several catalogues and course lists:

[CPD Solutions – Healthcare \(course list\)](#)

[CPD Solutions – Education \(course list\)](#)

[CPD Solutions – Public sector \(course list\)](#)

[Coaching catalogue](#)

[“About Dedici” catalogue](#)

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Section 1 – Our experience

Since 2012, Deduci has designed and delivered over **1000** training and coaching interventions, helping many thousands of delegates to develop their professional and generic skills. We are “dedicated to development” in the public sector – and have a particular focus on healthcare professionals, both clinical and non-clinical.

We have been commissioned by **over 170 organisations** including over 100 NHS Trusts, 12 “Deaneries” (HEE/NHSE regions) and the wider public sector. Examples include the below:



Each year, around **90%** of our customers come back to us!



Our **average evaluation**, over 3 domains (knowledge, delivery and whether delegates/coachees recommend Deduci) is:

9.3 out of 10 for training
9.4 out of 10 for coaching



When asked “what **effect** has the coaching had on you”, comments have included:

- “This gave me great **confidence** and a newfound **motivation** in my role. It allowed me to **see more clearly** what I needed to do”
- “It stimulated me to **plan** a strategy for career transition”
- “I was able to identify how to set my **priorities** and execute my plan of action”
- “This will help me to **reset** my thought processes and will also help me to **think differently**”
- “The discussion has helped me to **reflect** on my position and set a realistic goal. It has helped me to **challenge** myself”
- “I felt **encouraged** and **inspired**. It was so useful to be able to recount my journey to an outside perspective. I now feel I am deserving of a senior role”
- “It has motivated me to do not only do well with the current project but has also **widened my horizons**”
- “This has helped me to find my job **satisfaction** back!”
- “It has let me **refocus** on a distant dream”
- “I have got a more realistic **awareness** of my chances of succeeding in a different role”

Our coaching services:

We provide:

- 1:1 coaching, in person, online, or via the telephone
- Group coaching/Action Learning Sets
- Co-coaching
- Coaching Supervision
- Team coaching
- Coaching training (workshops)

Coaching can be commissioned directly by an individual (hourly charge), or by an organisation for one or more potential coachees.

For more detailed information, please see [section 3](#).

Evaluation and Reporting

If agreed, Deduci is able to provide an **annual report** (or more frequent) to you as commissioning organisation based on whatever template you provide. Alternatively, we can produce a report based on our Coaching Capture and Evaluations ([please see GDPR/Confidentiality for more details](#)). Our contract manager/admin team can be available for **monthly calls** or to provide a written summary of referrals.

Deduci is well equipped to acknowledge **receipt of referrals** within 24 working hours and for our admin team to make **initial contact** within 48 hours. This will enable us to make introductions, set expectations, arrange the first coaching appointment.

We have systems in place (see Support section below) to enable us to track individual cases, detailing the outcomes of each session. Where a coachee has not confirmed attendance after the offer of two appointments, we can escalate this to you.

Support For You

As a virtual business (since 2012!) we use the following technologies to enable constant secure communication between our team and responsive support for our customers:

- Cloud based CRM (Capsule)
- MS365 (Business) including SharePoint/MS Teams
- WhatsApp group (enabling immediate allocation of work)
- Generic email addresses (e.g., info@dedicicpd.co.uk) seen by the whole team (as well as personal email for 1:1 support)
- Coaching@dedicicpd.co.uk email address as a first port of call for referrals



All the Deduci coaching/admin team have received training and documentation in our processes. They all have access to our shared folders containing, amongst other things, our process flows (see example). Our Coaches have all attended an initial Deduci induction and attend our Annual Development day.

After our admin team has made initial contact with the coachee, and the appropriate coach has been allocated (based on their specialities), our policy is that the coach makes contact with the coachee personally, within 3 working days, to arrange a date and time.

Support For Our Coaches

Dedici has many processes in place to ensure that our highly qualified and experienced coaches are continually equipped and supported to provide coaching.

All of our coaches attend an initial **induction** where they cover:

- Dedici history and structure
- Our coaching customers
- Our unique external quality assurance (Accreditation via CPD Standards Authority as a Provider of Excellence)
- Contractual issues
- Booking process
- Assignment process
- Supervision

All of our coaches also have access to a growing bank of around 50 **up to date resources** (videos, checklists, articles etc.) in our shared online portal, in the following categories:

- Autism
- Disability
- Exams & Appraisal
- Fatigued trainees
- Health & Wellbeing
- Neurodiversity
- Supported Returns to work

In addition, Dedici coaches are provided with **internal supervision** by a Coach Supervisor. Supervision helps with the calibration of our offer, but also provides for individual development and support.

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GDPR/Confidentiality

We take the security of personal information seriously and comply with all relevant aspects of the Data Protection Act 1998 (DPA) and the EU General Data Protection Regulation (GDPR). When handling data there is always an element of risk to data breach or loss.

Dedici benefits from Membership of the Federation of Small Businesses.

As such, we have received legal help to fulfil our duties and we have:

- performed an internal audit
- informed and trained our staff
- set out policies which are regularly reviewed
- ensured that our systems store data securely
- deleted unnecessary data
- prepared an emergency plan
- appointed a data representative who has received training in GDPR requirements



As coaching in particular has issues regarding confidentiality and sensitive information, we ensure that our simple coaching capture (which does not record all aspects of the coaching session) is accessed on a need-to-know basis and stored on an encrypted online drive which is protected by strong security protocols. The coaching capture is written in simple bullet point format and other people are not referred to by name or job title. The coachee receives a copy and may choose to share this with their organisation, but this is their choice.







Our reports to you provide a summary of themes, and feedback, but do not divulge confidential information or include full coaching captures.







No printed documentation will be kept in connection with this virtual service. This adds to confidentiality, minimising potential security breaches, and also brings a measure of sustainability to the project as per your specification.

On this subject, Dedici is pleased to inform you that we are a member of the FSB sustainability Hub and have followed their advice on how to do our part as a small business. We calculate our carbon footprint annually and have chosen to offset 150% of our carbon emissions.



Section 2; Our Coach Team

	<p>Jason Colyer Dip.Couns <i>Counsellor & Specialist Coach</i></p> <p>Jason has extensive experience in coaching and counselling including neurodiversity. His focus is on the person rather than process approach to explore barriers to what is holding back performance and to support the development of new effective strategies to enable progress.</p>
	<p>Sue Cowley FCIPD <i>Executive Coach</i></p> <p>Sue has worked at Board level in an international logistics organisation and as a highly regarded executive coach and mentor. Her extensive experience in organisational change, talent management and diversity enables a thought provoking and pragmatic approach to her coaching practice.</p>
	<p>Sue Daly ACIPD <i>Coach & Trainer</i></p> <p>Sue's interest in neuroscience supports the delivery of training and coaching, to support self-discovery, enabling individuals to reach their peak potential. With extensive experience in career development and resilience, she has also delivered specialist support trainee doctors in the NHS.</p>
	<p>Bansri Dodhia MCIPD <i>Trainer & Coach</i></p> <p>Bansri has extensive Learning and Development experience within Professional Services, NHS and Schools, with a focus on Coaching, Facilitation, Participating in Panel Hearings and Conducting Investigations. She is also an accredited ICF coach with experience of coaching those with neurodivergent traits.</p>
	<p>Stuart Gillis <i>Trainer & Coach</i></p> <p>Stuart's expertise, developed during a 40+ year business career, lies in team building, coaching, development, and the delivery of world-class engagement in the teams he led. His passion lies in helping people achieve their best, whether that be through 1-2-1 coaching or in teams.</p>
	<p>Laura Hampson PGCert, BSc (Hons), MSc. <i>Head of Learning Design, Senior Trainer & Coach</i></p> <p>Laura has a background in psychology and research with the Police, later joining the NHS to manage the Professional Support Unit at a regional and national level. She now supports Doctors and Nurses as a highly qualified trainer and coach, with a passion for health and wellbeing.</p>

	<p>Dr. Sue Hewitt <i>Senior Trainer and coach</i></p> <p>Sue has a BA in Biology and a PhD with a very varied life science background. She is a much-published author in the field of HR and personal effectiveness. An NLP Master Practitioner she specialises in highly participative people development in times of career transition and change. Sue trains internationally.</p>
	<p>Clare Manning BA (Hons) <i>Coach Supervisor and Coach</i></p> <p>Clare is an experienced mediator, trainer, and highly accredited coach in the fields of leadership, communication, conflict, well-being and confidence. Clare is also a qualified coach supervisor. She has supported doctors in the NHS, as well as a number of universities, the legal profession, and the private sector.</p>
	<p>Carla O'Brien BA (Hons) <i>Specialist Coach</i></p> <p>As a highly qualified neurodiversity and "English as a second language" specialist, Carla has supported adults both in the UK and Kenya. Her coaching support has been used in the NHS to provide exam and study skills support, as well as doctors returning to training.</p>
	<p>Amanda Oliver <i>Trainer & Coach</i></p> <p>Amanda has had a lifetime career in food manufacturing, and is highly experienced as a senior level working on commercial multi-stakeholder projects. She brings much experience in developing and delivering training interventions, and acting as a facilitator for change.</p>
	<p>Ron Oliver MBA <i>Senior Trainer & Coach</i></p> <p>A highly experienced business leader, Ron's talents lie in leadership and change management training, with an eye on the detail of the end user experience. Ron has led major transition projects in the commercial sector, and is now valued for high calibre engaging training delivery.</p>
	<p>Rachel Powell <i>Trainer & Coach</i></p> <p>Rachel is a qualified and experienced trainer with a background of learning and development in healthcare and blue chip companies, both in the UK and Internationally. She has much experience in design and delivery of virtual training. Her specialisms are leadership, communication and behavioural change.</p>



Richard Simms
Senior Trainer & Coach

With a background in the first line services in the public sector, Richard's expertise lies in leadership development, including core skills and team development. He has a high level of expertise in utilizing psychometric tools to raise awareness of the impact of approaches on effectiveness.








Helen Wright MA, BA
Specialist Coach

A qualified specialist tutor and diagnostic assessor in the field of Specific Learning Difficulties (undergraduate and postgraduate level), Helen's coaching has been utilized in the NHS to support those requiring personal organisation, exam and revision coping strategies.

Contract Management

To enable **good communication**, the Dedici contacts listed below will be available to provide answers to your questions. They have notable team synergy from many years of working together.

	<p>Peter Wilson MBA, CMgr, FCMI, FInstCPD <i>Managing Director</i></p> <p>Peter has worked internationally, empowering others in their pursuit of personal and professional development. He is a Chartered Manager with over 20 years' practical experience in leadership, mentoring and L&D.</p>
	<p>Emma Butlin <i>Operations Manager</i></p> <p>Emma has extensive experience in Account Management and Customer Service, developed over 10 years with a leading UK retailer, combined with previous experience in Finance/Admin roles in the training industry. She now expertly manages administration of our development services.</p>
	<p>Emma Crich <i>Finance Manager</i></p> <p>Emma has a background in insurance, banking and retail, bringing experience of customer service and finance. She later ran a successful small business, and now manages our trainer administration and finance.</p>
	<p>Amanda Walker <i>Business Development Manager</i></p> <p>Amanda has extensive experience in forging key partnerships and developing business strategy. Having worked in the private and public sector, her expertise includes process development, creating and maintaining strong relationships and event management.</p>
	<p>Rick Feeney <i>Business Development Manager</i></p> <p>Rick's background is in account management and customer relations, and he also has over 15 years experience in the healthcare sector. He enjoys meeting customers, forging relationships and exceeding their expectations.</p>

**Alexander Mann***Digital Marketing Apprentice*

Alex's apprenticeship is with Anglia Ruskin University, leading to a BSc. in Digital Marketing. He is looking forward to helping Dedici navigate in this rapidly changing environment. As a digital native, we are sure he will play a vital role in the future of Dedici! Alex is also our in-house musician, currently studying for grade 6 piano!

To meet the rest of our team, including trainers, masterclass speakers and administrators, please [visit our website](#).

Coaching Specialities

We use our coach specialty matrix to allocate the most appropriate coach:

To complete this matrix for please visit: [Dedici Coaching Matrix](#)

Relationships at work	Bullying
	Leading with conflict in team
	Colleagues not behaving well!
Other – please state	
Personal management	Work life balance
	Out of control workload
	Stress/anxiety/burnout
	Risky behaviours/potential addiction
	Confidence/assertiveness
Other – please state	
Career Choices	Junior doctor progression
	Careers crossroads/options/progression general
	Preparing for retirement
	Exploring 'self' and transferable skills
	Interview preparation and practice
Other – please state	
Physical disability	Legal aspects, adjustments, awareness – please state
Neurodiversity/specialist thinkers/SpLD	Dyslexia
	Autism
	Dyspraxia/DCD
	ADHD
	ASD
	Dyscalculia
	Specific Language Impairment
	Access to Assessment Body (chargeable): please state for what
	Legal aspects of reasonable adjustments
Other – please state	
Supported Returns to Work	Health Education England process
	More general e.g., public sector/legal aspects etc
Other – please state	
Mediation	
Menopause Advocacy	Menopause related Coaching
Other – please state	
Exams/study skills	Neurodiverse inc. tools and approaches
	General study skills/exam preparation tips and tools
	Reflective practice
	Presentations
	Vivas
	Challenging ARCP's

Other – please state	
Cultural	Cultural integration UK
	Understanding the NHS
	English for Speakers of Other Languages
	Language/accent support
	Personal presentation & confidence building
	Diversity/equality concerns inc. legal stance
Other – please state	
Leadership	Managing individuals and teams
	New to role
	Influencing others
	Coping with organisational politics
	Building collaborative networks
Other – please state	

Section 3 - Colleague Coaching

Coaching is a form of development in which an experienced person, called a *coach*, supports an individual or group of individuals in achieving a specific personal or professional goal by providing training, support and guidance. At Deduci we call these individuals or groups 'coachee' or 'team coachees'. Coaching differs from mentoring by focusing on specific tasks or objectives, as opposed to more general goals or overall development.



Examples of How Deduci Coaching May Support Colleagues

- Sharpen leadership skills for those with high potential
- Ensure the success of those newly promoted
- Overcome barriers to progression such as work-life balance, resilience, and behaviour challenge
- Cope with challenging relationships and conflict
- Support individuals in career crossroads
- Facilitate new teams to develop ways of working together and value differences

Our offer:

All our coaches are accredited in the field of coaching to a minimum of City and Guilds Level 5 and commit to regular 'Supervision' for the purposes of calibration of our offer, but also for individual development. We follow a clear process of contracting with the coachee and at the end of each session a 'Review Sheet' is provided to the coachee so that their progression can be tracked. An overall 'Evaluation' is completed by the coachee at the end of the assignment, and this is the element that is copied to the contracting organisation. Beyond this, the content of coaching conversations is confidential.

➤ One to one coaching (online)

Our qualified and experienced coaches work one-to-one with the coachee for one or several sessions. Drawing on their coaching expertise the coach will support the coachee to move forward with goals that they identify during their first session.

➤ Group Coaching via Action Learning Sets (online)

Coaching in small groups face to face can work really well for coachees as they can share strategies that they have tried and what has really worked when mutual goals to be achieved. We have coaches who can do mini training sessions as part of these action learning topics to demonstrate approaches and allow the coachees to practice in a positive supported environment.

➤ Co-coaching (online)

This service is provided where the coachee and their line manager need support to address and focus in a practical way on moving forward. As an organisation, we also have several highly experienced mediators should the situation require it.

➤ Coach Supervision (online)

Coaching Supervision focuses on the development of the coach's capacity through offering a richer and broader opportunity for support and development. Coaching Supervision by an external provider creates a safe environment for the coach to share their successes and areas for development in the way they work with their coachees. Key areas that we often explore are:

- Internal process, blind spots and bias
- Explicit and implicit psychological contracts and safeguarding
- Ethical issues
- Opportunities for development

Our Deduci Supervisors are fully accredited with the Coaching Federation and offer either one to one or as Action Learning Sets.

➤ Team Coaching

Team facilitation is a process of helping a team achieve a specific outcome, but a team coach uses a slightly different approach to work with the team to help them work out what they need to improve performance wise and help them to get there. For this reason, coaching often also requires some form of diagnosis before activity is undertaken. The benefit of utilising an external coach is that they have no preconceived ideas relating to the team's dynamic, and are expert in understanding, identifying and managing boundaries. You should be aware that a team coaching approach is not a 'one event fix' but is most useful when worked on over a number of sessions.

➤ Workshops for Groups

We are able to deliver a number of coaching related workshops, including:

- Coaching Tips & Tools (0.5 day)
- Introduction to Coaching Skills (1 day)
- Advanced Coaching (1 day)
- Coaching & Mentoring (1 day)
- Learning from Mediators (1 day)
- Courageous Conversations (1 day – includes psychometric tool)
- Team Building day using Strength Deployment Inventory (1 day – includes psychometric tool)

To see our full course list, please visit: [Deduci course list](#)

Section 4 - Neurodiversity Coaching

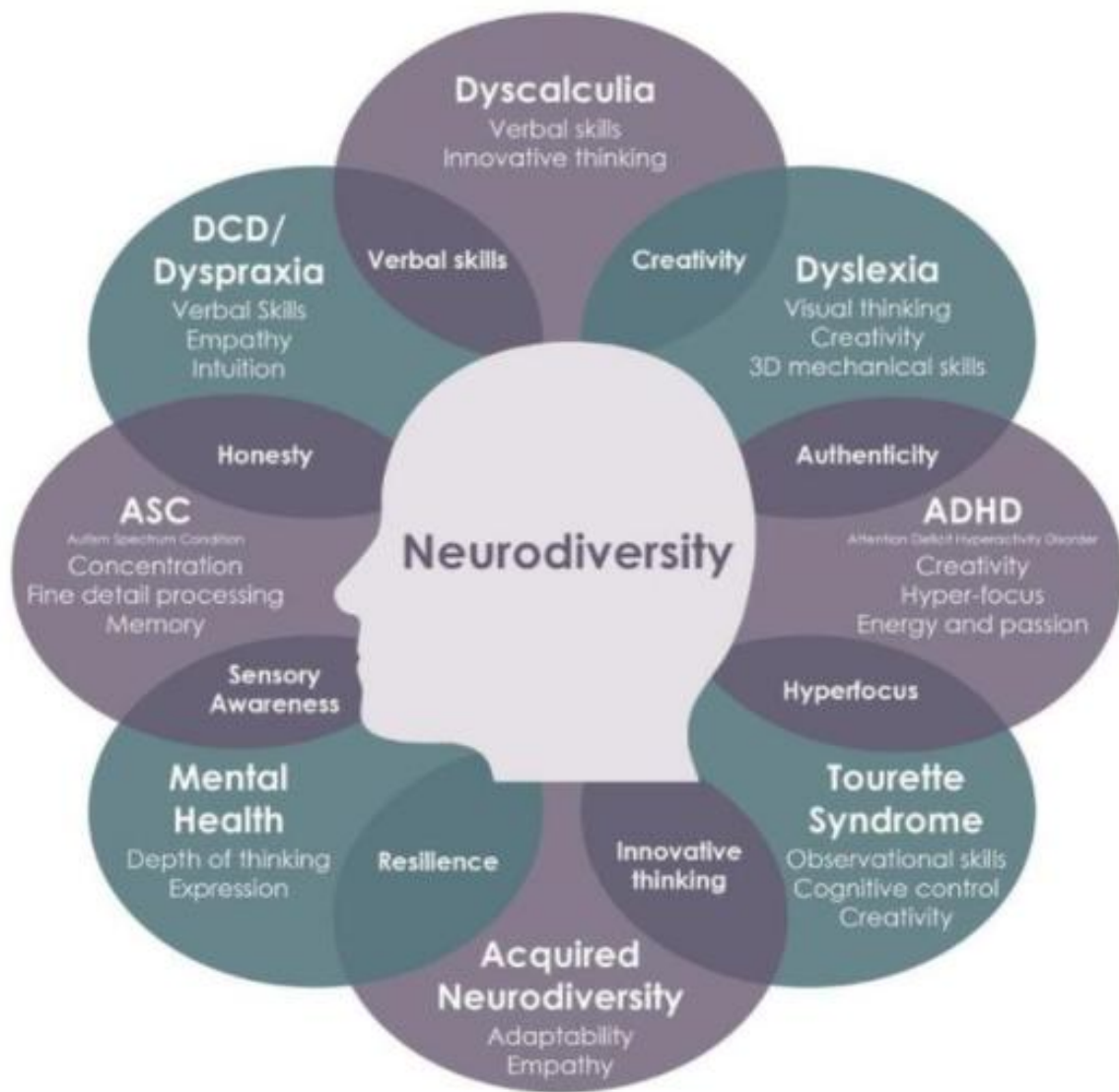
Embracing Neurodiversity with Workforce Coaching

Diversity and inclusion have become buzzwords across many organizational spaces, and it encompasses more than race and ethnicity. People love to talk about diversity of thought, and the concept of neurodiversity is starting to take shape in many organizations within their inclusion strategy.

What Is Neurodiversity?

Neurodiversity has been described as *‘a basic aspect of natural differences within a given species. It has also been referred to as ‘variation in the human brain regarding sociability, learning, attention, mood and other mental functions’.* Latest estimates are that 15% of the population is neurodivergent and when it comes to certain roles, the percentage can be significantly higher.

At Deduci we like to think of it succinctly as *‘diversity of the human brain and mind’.*



Created by Dr Nancy Doyle based on the work of Mary Colley

The Benefits of Neurodiversity

The more we can create space for people to think differently, the better organizations we will have. While neurodiverse people think, process and/or act differently than neurotypicals, appreciating the strengths they bring to teams makes a difference. Appreciating and accommodating the behaviours and social norms of people who are not like us is the heart of inclusion.

Given the uniqueness of each and every person and the fact we are all so diverse in many aspects (not just our brains and our minds), everyone has the potential to contribute in a valuable way to organisational success if given the opportunity and made to feel accepted for who they are and recognised for their contribution, whatever that may be.

Top Tips for Embracing Neurodiversity in the Workplace

1. **Raise awareness and promote a diverse workforce**

Make sure your employees and leaders have the knowledge and breadth of understanding on what it means to create and empower a diverse team. Create a culture where individuals feel comfortable to disclose and talk openly about their neurodiversity. Upskill your workforce by providing diversity and inclusion training for all so that neurodiversity is better understood.

2. **Attract and retain a talent pool of neurodiverse employees**

If the role you are recruiting for requires someone with a special skill set such as good pattern recognition, creative thinking, data analytics etc., consider advertising in a way that reaches out to this group of candidates. Ensure you make adjustments during the recruitment process and identify ways to alleviate anxiety which is a common feeling during interview for candidates with neurodivergent qualities.

3. Consider whether an 'Access to Work' application is relevant <https://www.gov.uk/access-to-work>.

4. **Be aware of your legal obligations**

Some of your neurodivergent employees may be covered under the Equality Act 2010 and as such you have a legal obligation to ensure that they are not discriminated against and, as appropriate, to make reasonable adjustments in the workplace. Ensure your leaders are fully briefed on what they can and can't say what they might need to do in terms of making reasonable adjustments.

5. **Use positive, inclusive language at all times**

Ensure your mission statement, visions and values represent the culture of inclusivity and ensure all communications whether that be your HR policies, procedures, employee handbook, adverts, job descriptions etc demonstrate that you are serious about the culture of inclusivity. Consider whether you would benefit from a specific policy on Neurodiversity.

6. **Reward and recognition**

Ensure that all employees are treated fairly when opportunities arise whether that be for promotion, training, development or flexible working. Recognise an employee with neurodivergence when they have done a good job, even if it is something that you would ordinarily expect from an employee.

7. **Support neurodiversity in the workplace**

Leaders might focus on fostering an open trusting relationship with the employee. Ask the employee what support they require, make them aware of where they can go if they need additional support and guidance and make sure other team members are aware of the specific needs each individual may require. Ensure you handle performance issues sensitively/appropriately and make allowances as required to support the individual.

Examples of How Deduci Specialist Coaching May Support Neurodiverse Employees

➤ **Minimising stress**

Stress and anxiety, and how our brains are evolved to deal with this, has a big impact on us physically and mentally. Coaching can help minimise the stress response. For example, it might be coping strategies to motivate and put the employee in the right frame of mind to cope with difficult tasks and situations. Another example is that a full declaration of support needs may not have been made so adjustments have not been made. A coach can support such challenging conversations

➤ **Career Planning**

Many who are neurodiverse have had their confidence knocked during the traditional education process and have unconsciously let this hold them back in their careers. This can be compounded when they have not disclosed it to their employer.

➤ **Develop strategies for working within processes**

For neurodiverse employees they may feel they are having to work within processes that do not best use their strengths. By identifying the strengths, and preferred ways of working, adjustments can be made to accommodate new approaches. This may also for example, involve the use of assistive technology. Another example may be utilising templates of set responses to cut and paste at a key stroke.

➤ **Develop strategies for organising work**

Some neurodiverse employees may be struggling to manage their time and priorities tasks. Skilful questioning will explore the issue to find the root cause. For example, there may be too many distractions within the workplace

➤ **Develop learning strategies to support access to learning and development/study/exams**

Examples may include:

- Building confidence
- Literacy skills including spelling, grammar, comprehension and reading techniques
- Computational and basic mathematical skills
- Study skills techniques for efficient use of time and resources; including mind mapping, memory techniques, concentration techniques, notetaking techniques assignment planning, essay writing skills, research method skills, how to proofread and revision techniques

Deduci - Neurodiversity Workforce Coaching & Training

At Deduci we like to focus on systemic inclusion for all rather than deliberate inclusion and that underpins our approach to neurodiversity. We like to think of those we interact with as 'Specialist Thinkers'. This is because neurominorities have particular strengths such as seeing the big picture, thinking outside the box, connecting ideas, and visual creativity. When properly supported these specialist thinkers can be a valued addition to any team and organisation.

When we coach and model for mastery in neurodiversity, looking for 'helpful patterns that serve' works well in allowing us to transfer the pattern from where our coachee does something well, to where something is done less well. *Transfer helpful strategies to new contexts.* Equally, sometimes recognising an unhelpful pattern is enough to dislodge it. Look for convergence or divergence.



Our Neurodiversity offer:

➤ One to one coaching

Our qualified and experienced coaches work one-to-one with the coachee over a number of sessions. Drawing on their coaching expertise and deep, practical understanding of the neurodiversity the coach will support the development of enhanced ways of working i.e., techniques and strategies to enable them to be as productive and confident in their role as they can be.

Nancy Doyle of Birkbeck University identified typical challenges raised by coachees as:

- 92% want help with concentration & working memory
- 82% concerned organisational skills
- 78% related to time management
- 60% regarded stress management
- 50% related to communication

➤ Group Coaching via Action Learning Sets

Coaching in small groups face to face can work really well for coachees as they can share strategies that they have tried and what has really worked when there were hurdles to overcome. We have coaches who can do mini training sessions as part of these action learning topics to demonstrate approaches and allow the coachees to practice in a positive supported environment.

➤ Co-coaching

This service is provided where the coachee and their line manager need support to understand where performance is going wrong and how they can focus in a practical way on moving forward. Leaders normally want to help but are not sure where the boundaries lie between a neurodiverse need that should be accommodated vs. a performance issue that needs to be addressed. In co-coaching, issues and tasks are broken down clearly and action plans are agreed on both sides. This has the additional benefit of reducing conflict with a coachee who is finding it hard to communicate.

➤ Leadership Workshops

This productive way of helping senior leaders support all employees builds knowledge for those leading neurodiverse employees. We explore the challenges of declared and non-declared disabilities and provide practical tips and tools to develop strategies to cope with performance issues. This approach has proved popular as it provides the opportunity for open discussion of issues within the leadership team.

Please note we have several catalogues and course lists:

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