

# Profile: Amanda Reynolds MBA



Coach Name:	<b>Amanda Reynolds</b>
Company Status (independent or Organisation)	<b>Independent</b>
Company Name	<b>Blend Associates Ltd</b>
Company Contact Name:	<b>Amanda Reynolds Director &amp; Founder</b>
Contact Details:	<a href="mailto:amanda@amandareynolds.org">amanda@amandareynolds.org</a> <b>07775631510</b>
Coach Geographical Base:	<b>National- predominantly London, SE, East Anglia &amp; Midlands</b>



Amanda has developed expertise in public sector strategic leadership with a record of accomplishment over 27 years. She runs her own strategy and coaching practice Blend Associates Ltd. She regularly blogs on the subject of leadership and has assisted many leaders as a coach and mentor to further develop their careers.

Amanda has experience in local and national government, NHS, the third sector and the private sector. She can offer coaching, board facilitation and strategy consultancy. Amanda works with individuals, teams and partnerships to develop the individual and organisational strategies they need to build their capacity to improve.

Amanda has substantial board room and governance experience gained as an NHS Executive, Non-Executive and as a Trustee of a national charity. Amanda holds ILM Level 7 Masters Certificate Executive Coaching and Mentoring Qualification with the Office for Public Management and is a certified MBTi practitioner. Amanda is a published author and holds an MBA from the University of Kent at Canterbury. Amanda brings an up to date knowledge of the leadership challenges of complex organisations. Further details can be found on her website [www.amandareynolds.org](http://www.amandareynolds.org)

## Coaching Style

- supportive and puts people quickly at ease
- curious, creative and energising
- focused on goals and moving forward
- holistic, helping individuals start to integrate their whole life

## Key Skills

- effectively supports leaders from diverse backgrounds & those encountering key transitions
- provides a safe place for a leader to explore their challenges and opportunities
- assists individuals to reflect and develop resourcefulness and resilience
- facilitates effective goal setting that is both challenging and achievable
- helps leaders to explore personal motivations, behaviours and creativity
- helps leaders work through key life transitions
- supports individuals to define and build whole life strategies to achieve success

## Career Background

Amanda began her career in the NHS as a psychiatric nurse (RMN) qualifying in 1989. From there she moved to London to set up a homeless mental health service in the London Borough of Greenwich. Following the success of this service she went on to run a range of NHS Community and Inpatient Mental Health Services across London teaching hospitals. In 2000, after securing an MBA and an impressive track record of leading change and service delivery, Amanda moved to Norfolk to be Head of Community Services Development at the Health Authority. From there she was appointed as a Director of a PCT and gained significant commissioner experience.

After her second child was born Amanda was appointed to the Senior Civil Service (following Cabinet Office assessment) and led a large team providing Health and Social Care Policy support across the East of England. Amanda worked on key national policies and provided a regional and local perspective to ministerial briefings. Amanda ended her full time NHS career with three years as Executive Director of Social Care and Partnerships of the board of a large mental health and community Foundation Trust (turn over £300m). Amanda now works independently via her own company and was a Non-Executive Director on the Board of Norfolk Health and Social Care NHS Trust from 2014 -2017. Amanda sees her passion and pleasure fulfilled, not as a leader herself but in supporting and equipping the current and the next generation of leaders to lead effectively.

## Coaching process & stages

Each coaching client is a unique individual with their own challenges, dilemmas and coaching aims. As a coach Amanda uses a broad process when working with each coachee. This includes:

- Initial relationship building and contracting with individual and sponsor
- Structured goal identification led by the coachee
- Review of current context and leadership challenges faced
- Deeper listening and learning about the coachee and their situation
- Analysis with coachee of options including creative use of tools
- Goal setting both immediate and longer term
- Goal review and refresh

## Coaching tools & methodology

Amanda uses a wide variety of tools including, but not exclusively:

- Caplan and Whitmore Coaching models
- Kotter, Metcalfe, Stacey, Goleman and Stacey Leadership models
- Hawkins, Schein
- McKinsey 7 S and Fullan Culture tools
- Decision tools including Covey & Zimmerman
- Analysis and review of psychometric personality profiles especially Myers Briggs
- Hawkins career stages & Steins career anchors

## Professional Qualifications

- ILM Level 7 Masters certificate in Executive Coaching & Mentoring
- 2000 MBA, University of Kent Business School
- 1993 Combined certificate in Counselling. CSCT, Hackney
- 1989 Registered Mental Health Nurse, Oxford School of Nursing (no longer on register)

## Professional Memberships

- Member of European Mentoring and Coaching Council EMCC
- Member of ILM
- Membership as Fellow of Royal Society of Arts (FRSA)
- Blend Associates Ltd registered with ICO [Office of Information Commissioner Z8964916](#)

### Recent Coaching Experience & Testimonials

Leadership development of School SLT of 10 leaders (including Head). Coaching of individual leaders at Director and Chief Officer level in NHS England, CCGs, Local Government, NHS Acute Trust and a Local Authority politician. Board facilitation for CCGs and Local Authorities.

“Inspirational leader who is focused on supporting individual development by maximising their strengths and confidence to succeed.”

“Amanda is a passionate, energetic and reflective coach”

“Amanda built strong rapport and trust as she coached me”

“Amanda gave me space to work through my dilemma with new insight into how I work and what my next career step might be”

“The coaching she provided me with was incredibly valuable in my role as a leader. She works as a coach with professionalism, care and energy.”

“Amanda is a curious and engaging coach. I felt she really listened well to me and this helped me to learn and grow.”