

Sheridan Webb

Profile

A commercially focussed, and pragmatic **training consultant** and **business ghost writer**. Particular expertise in the research and design of learning, development and internal communication solutions, including traditional training workshops, self-directed/distance learning, coach-led programmes, career management toolkits, user-guides and reference guides.

Extensive experience in retail, call centres, financial services, house-building, B2B, manufacturing and supply chain.

Personal Details

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Merseyside

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Key Skills

- Results focussed - taking a practical approach, whilst utilising creative techniques
- Able to produce bespoke programmes by linking specific business practices and processes to training solutions
- Proven research, design, assessment, delivery and facilitation skills
- High energy with a passion to make a business difference through people development

Professional Training, Education & Qualifications

2008 Diploma in Performance Coaching (*Newcastle College*)

2007 NLP Business Practitioner

2006 Accredited user of the Margerison-McCann Team Management Profile

1998 Chartered Institute of Personnel and Development **MCIPD**

1995 University College Salford **Grad IPD**

1990-1993 University of Manchester Institute of Science and Technology

BSc (Hons) **Mathematics and Management Science (2:1)**. Main subjects were Human Resource Management, Industrial Psychology, Market Research/Buyer Behaviour, and Statistics.

Current Position

July 2006 - Date Self-Employed Training Consultant

Working with clients directly as Keystone Development, and as an associate for larger consultancies, I focus on the research and design of learning and development solutions.

Clients worked for (directly and indirectly) include:

- Kellogg's
- Pilkington (NSG group)
- Monsoon Accessorize
- United Utilities
- Co-operative Financial Services
- Warburton's
- Royal Bank of Scotland
- Tetra Pak
- A-Plant
- Kerry Foods
- Thomson
- Bellway Homes
- Tokheim
- Sidel
- Scottish Widows
- Akzonobel

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Examples of Work

Projects Completed include:

- Designing a 6-week flexible induction programme for Kellogg's.
- Designing a number of short 'bite-sized' learning modules for internal delivery for Monsoon Accessorize.
- Designing a 9-module flexible customer service programme for in-house delivery for Kellogg's.
- Designing two separate management development programmes for Warburton's.
- Ghost-writing user guides on different problem-solving techniques for Tetra Pak.
- Delivering coaching to new coaches in a customer service centre for a major UK company.
- Designing a 4-Module Leadership programme for Kerry Foods.
- Designing a 5-Module Communication Skills Programme for translation and roll-out across the world for a global manufacturer.
- Designing a number of self-learning packs with complimentary 2-hour workshops for a major UK business.
- Designing 10 'mini-modules' for inclusion on an internal intranet.
- Ghost-writing a project management guide for Sidel.
- Designing a 5-day project management programme incorporating process, behavioural and software skills, using a mixture of traditional training, and action-learning.
- Being the lead consultant, and managing the design of a 4-Module Management Development Programme for Co-operative Financial Services.
- Designing 16 short modules for Change Agents, to support a global technology business implement a major change programme around new systems, business processes and working practices.
- Designed a Competence Model for a Key Change Actor in a global technology company, to drive a major change programme.
- Designing a team working course for a global manufacturer that has been translated into multiple languages including Mandarin, Spanish and Swedish.
- Designing an 'Instructor Training' Programme for a Global Manufacturer for world-wide delivery
- Designing and delivering a Personal Safety Awareness Workshop for lone workers in the house-building industry
- Designing a number of 'open' Workshops for a UK consultancy covering topics such as Assertiveness, Delegation, Customer Service, Influencing Skills, Communication Skills, NLP and Managing Stress.
- Designing bespoke material for a large financial business about making Performance Management work, for inclusion on their intranet

Oct 1997 – Oct 2005

Training For Advancement, Keele, Staffordshire

Employed as a Training Consultant and Client Service Manager, I was responsible for providing expert advice to clients, research, design and delivery of HR/training solutions, as well as project, people and customer management.

Clients worked with include: Matalan Plc, Dollond & Aitchison, Claire's Accessories, Argos, B&Q, Granada Home Technology/boxclever, Hagemeyer, Pilkington, Graham Builders Merchants, George Wimpey, Persimmon Homes, Crest-Nicholson, Nissan, Swinton, DePuy, Sunterra, BSS and Time Computers.

Previous Employments

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Key Achievements (TFA)

Consultancy Projects

- Led a remote team to research and design role profiles, a development framework and performance standards that linked directly to pay, for a major DIY retailer.
- Led a small team to design a 'complete training solution' to assist in the restructure of the credit control call centre of a newly merged retail company.
- Designed a 'career path' for numerous businesses to aid succession planning including competence models, performance review mechanisms, and assessment centres.
- Designed a Self-Development Directory for a B2B company, and a Personal Development Booklet for a high street retailer

Design Projects

- Designed a 4-week Branch Manager Induction Programme for a high street optician.
- Designed self-directed learning materials for a fashion accessories and a discount retailer, allowing learning to be 'self-driven' but supported by managers.
- Designed a number of self-study booklets for a major motor dealership.
- Designed a formal, NEBs accredited management development programme that ran over 2 years to aid succession planning, that included a variety of development methods.
- Designed and helped to run a bespoke assessment centre for a major B2B business
- Designed numerous workshops for delivery by other trainers

Key Delivery Projects

- Designed, delivered and managed the roll-out of 132 sales courses across the UK in 10 weeks for a major retailer, which on evaluation showed the return on investment to the client was in the region on £1.4m.
- Designed and delivered a 3-part Management Development Programme for a credit control call centre.
- Coached managers on a one-to-one basis and in small groups to ensure that training transferred fully to their roles.
- Designed and successfully organised the roll-out of training to support a change in customer proposition by a high street Insurance Provider.

Other Delivery Projects include:

- ILM accredited management programme for a group of production managers in a large manufacturing business.
- Customer Care (front-line and internal)
- Team-working skills
- Team Leading/Supervisory Skills
- Managing People
- Sales Skills (Retail and New Homes)
- Train the Trainer/ Coaching and Facilitation skills
- Time Management/Personal Effectiveness
- Performance Appraisal
- Interviewing Skills

Sept 1993 – Sept 1997

Co-operative Insurance Society, Manchester

I began as a graduate trainee, and quickly progressed to Training and Development Officer which involved the design and delivery of training courses to advisers, junior and middle managers. I was promoted to Management Development Adviser, where I was responsible for the design and delivery of whole training programmes, including areas that were tightly controlled by PIA regulation. I managed project teams, advised senior management on training policy, and provided consultancy services to line managers.

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About Me

- I contribute regularly to Trainingzone.co.uk and have had a number of e-articles published
- I have been a guest speaker at the CIPD Manchester Branch talking about designing learning that works.
- I have had an article published in 'Human Resource Management International Digest' and have had articles published in 'Update' the branch CIPD magazine, outlining training best practice.
- I am one of the organisers of the [Junction 7 Networking Group](#) – a group for local business that meets monthly.
- Completed conversational Italian, and basic website design at evening classes.
- Keen on walking and ski-ing, and have recently taken up golf.
- Fan of motor sport – Formula 1, World Rally Championship and MotoGP.