



from the desk of

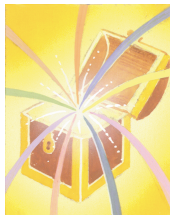
# LYNNE COPP

address

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the  
**worklife**  
Company



Dancing  
Round the  
Handbags!



(Dip. In Business and Life Coaching, NLP Practitioner & Certificate in Advanced Personal Development, Certificate in Counselling, member of the Association for Coaching, ILM, International Coaching Federation, UKCPD, Professional Speakers Association and Chartered Fellow of CIPD)

Profile

- **Business Leader:** 12 years experience as Managing Director of Creative Training & Communication Limited and The Worklife Company. Worked with the Private, Public & Not-for-Profit sectors, including organisations like Ernst & Young, Google, Philips, Microsoft, Hewlett Packard, Birmingham City Council, the Police and the Armed Forces. She has recently launched Lipstick Leadership™, a research programme aimed at modelling excellence in female leadership. She will be publishing results later in 2011.
- **Developer of People:** Over 25 years experience in learning & development. Coach, mentor, facilitator and development expert who works one-to-one and one-to-many. Qualified coach and counsellor, currently studying final year of Masters in Coaching. Extensive coaching & training experience at senior levels. Designed and developed L&D strategies and frameworks linked to business direction. Over 20 years experience in Leadership, Management and Employee training & development. Fully embraces a strengths-based approach to leadership development. Is empowering, creative and innovative in her approach to learning approaches. Strategic talent management experience across wide range of industries; linking development with business strategy and change.
- **Communicator:** Well regarded and highly acclaimed Public Speaker and presenter. Regularly sought after to speak at business conferences delivering keynote presentations on the future of work, worklife balance, women in leadership and culture change. Motivational and engaging communicator, who understands and inspires change at all levels. Appeared on TV and Radio and writes extensively for many publications, published 'I'm glad I spent more Time at Work' and about to publish 'Dancing Round the Handbags'. Member of the ILM, AC (Association of Coaches) and ICF (International Coaching Federation), Chartered Fellow of the CIPD and member of the ICS (Institute of Customer Service).
- **Customer Focused:** Passionate about creating excellent customer service through future-proofed leadership practices that respect customer uniqueness, employee diversity and business needs.
- **People Focused:** Consultative and democratic leader who is behavioural, rewarding, developing, fun and respectful. Values difference and creating inclusion and dignity at work; she believes that leaders get the culture they behave, therefore leads with authenticity and by example. Passionate about creating the best working environment where people deliver to the best of their ability & service to clients because they are empowered, motivated, well trained, rewarded and inspired by their work and their contribution to the overall vision.
- **Values:** Integrity, authenticity, respect and dignity.

*"Lynne, thank you for speaking at our International Conference. You are an outstanding speaker; not only inspirational but with pragmatic messages that fit business trends and issues! Lynne, you were the highest scoring speaker at the conference again!" CEO, The Institute of Customer Service*