

Lynne Plater

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Lynne is a Director of Potential2Achieve Limited. Potential2Achieve works with both businesses and individuals who have a desire to improve performance and achieve greater success. Potential2Achieve takes a systemic approach in reviewing current and desired performance in order to identify key areas for improvement. Working in partnership with clients to define exactly what success means in measurable terms and creating prioritised action plans to build on identified strengths and remedy areas of weakness in order to create sustainable improvement.

Lynne is a highly skilled learning professional and Organisational Development practitioner with significant experience in leading cultural change and development of leadership skills. She has a proven ability to design, develop and deliver practical learning solutions aligned to organisational strategy, with a track record of developing creative, innovative and pragmatic learning with measurable results. Lynne has a reputation as a logical and supportive leader of people who is outgoing, persuasive and influential. She is also recognised for her excellent coaching abilities and development of people at all levels.

Some of Lynne's key achievements have been:

- Led major project to consult, research and build Sales and Sales Management blended learning curriculum to support UK Bank business strategy across multiple business and functional lines. New skills embedded into business activity achieved 72% growth in 'new business written' compared to control group result of 16%
- Consulted at UK board level for a Global Financial Services organisation in design and development of Global Business School Learning Architecture framework. Led the global workstream to design the Leadership Curriculum.
- Feedback from an Executive Coachee – *"a big thank you for the help you gave me over our series of coaching sessions last year. I found them invaluable, even if the recession did get in the way of my masterplan!"*
- Designed and developed a Performance and Development blended learning programme for UK Public Sector. Managing multiple stakeholders to obtain sign-off and endorsement of product. E-learning and associated assessment completed by all employees. Workshops rolled out to c350 line managers in a four week timeframe to create a point of stability in a period of volatile change in the organisation.

Lynne's key skills and qualifications are:

- Business/Learning Consultancy – specialising in Leadership Development and strategic and cultural change
- Learning Design and Development - design of role-based blended learning curricula and development of formal/informal learning solutions and associated evaluation measures
- Advanced Diploma in Coaching and Mentoring. Oxford School of Coaching and Mentoring
- Advanced Certificate in Life Coaching. Newcastle University
- Licensed Master Practitioner of Neuro Linguistic Programming and Licensed Practitioner of NLP and Hypnosis
- Accredited user of various psychometric tools, including MBTI, TMS, FIRO-B, PRISM, Apter Reversal Theory
- Member European Mentoring and Coaching Council, Chartered Institute of Personnel and Development and Institute of Directors.

Lynne's Interests: Keeping fit, reading for pleasure and personal development, previously held the post of Chair of Governors at Littlehaven Infant School, an active supporter of the British Heart Foundation.