

# Neela Bettridge

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A founding partner of Article 13 Group, a leader in the field of business responsibility (CSR), governance and development of clean technologies and social enterprise, and an accomplished coach-mentor of business leaders and senior managers.

My personal area of expertise lies in inspiring and enabling individuals or groups to take ownership of an emerging risk or issue and, through innovative ways of thinking, acting and communicating, to contribute positively to both commercial objectives and personal values. I believe in using creative approaches to unleash a person's leadership and performance.

My coaching, management, organisational and interpersonal skills are proven in the corporate, public sector and not-for-profit environments. References available on request.

## Coaching experience

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10 years as an executive coach-mentor, working in performance and leadership and its links to innovation:

- Working with board members and senior management in the pharmaceuticals, food, finance, nuclear, NGO, transport and utilities sectors
- Coach-mentoring with social enterprise and investors to prepare them for investment.
- Coaching on issues relating to leadership, behavioural change, risk management, performance and corporate governance.
- Coaching clean technology companies.

## Business experience

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Clients also benefit from my 'hands on' experience. Running my own businesses for the past 15 years, I have worked at senior levels for Roche Pharmaceuticals, Severn Trent, BNFL, BP, Gillette, Metronet, BAA, Defra, The Cabinet Office and The Big Food Group, to name a few!

### **1998-present**                      **Co-founder/Director, Article 13**

- Strategic advisors in CSR, governance and sustainable development
- Key responsibilities: leadership, planning, networks, government and business briefings on thought leadership and cultural change
- Work with major multinationals and government on governance, CSR, accountability, transparency and managing change
- Work with social enterprises and venture capitalists to get organisations investment ready

### **1992-1998**                      **Managing Director, Taskforce**

- Built networks of advocacy and influence with corporates and government. Initiated, planned and funded significant conservation projects across the world

### **1990-1992**                      **Senior Account Director, Saatchi & Saatchi**

- FMCG, oil, pharmaceutical, and airline industry experience

## Membership of professional bodies

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- Association for Coaching – Accredited Coach
- Oxford School of Coaching and Mentoring (commenced accreditation late 2007)
- The British Psychological Society
- CIPD

- Institute of Management Consultants
- Institute of Directors
- Institute of Social and Ethical Accountability

## **My approach to coaching**

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I take a bespoke approach, which is underpinned by behavioural principles. I am creative in my choice of the most appropriate models and tools from the range of theories available, to suit individual clients and their objectives.

My particular interest is in using creative tools and techniques in the process of coaching to enable individuals to explore more options and achieve enhanced leadership and performance. I am particularly interested in developing a language of shared values and goals within organisations. My methodology to facilitate this is rooted in coach-mentoring which has at its core, recognition and promotion of values, learning preferences and self-awareness. I subscribe to the EMCC Code of Ethics.

## **My coaching style**

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Is open and conversational, unashamedly pragmatic, and usually non-directive; enabling clients to access, develop and deploy their skills and competencies in the most appropriate ways for them and their environments.

I use assessment tools if required and can provide assessment in MBTI Steps I and II, FIRO-B, 16PF, SDI, Thomas Kilman Conflict Inventory and Peter Honey Learning Styles, as well as a range of 360-degree feedback instruments, including Benchmarks and ECI.

I am keenly sensitive to the balance required between individual client confidentiality and the need for feedback to the sponsor or corporate client.

I strongly believe in the need to demonstrate return on investment and spend time upfront with a client to truly understanding the brief, the objectives and the likely measures of success.

## **Qualifications and Training**

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Coaching qualifications:

- Certified Master Coach, The Behavioural Coaching Institute
- Certificate in Advanced Professional Practice in Coach Mentoring Senior Executives, CIPD (in Association with Oxford Brookes University)

Coaching CPD:

- The Masterclass Series, The Academy of Executive Coaching
- Transpersonal Coaching, Performance Consultants
- Cognitive Behavioural Approach, Centre for Coaching
- The Psychology of Coaching, i-Coach Academy
- European Perspectives on Organisational Development, Change and Coaching, i-Coach Academy

Other qualifications/training:

- BA (Hons) Business Studies
- BSc Environmental Law
- Trained in visioning, facilitation, high conflict resolution

*(Professional Indemnity Insurance with Hiscox – to the value of £2 million.)*