

Learning and Development FAQ's

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My Track Record

I've been designing and delivering learning and development interventions since 1995.

My extensive client list includes

- Abu Dhabi Police Force
- Airbus
- Bibby Distribution and Bibby Group
- Bob Parry Estate Agents and Valuers
- BP
- Burnley NHS Trust
- Business Link Cheshire and Business Link Wirral
- Cheshire Constabulary
- Cheshire Fire and Rescue Service
- Chester, Ellesmere Port and North Wales Chamber of Commerce
- Chwarae Teg
- CIPD (Chartered Institute of Personnel and Development)
- Connexions
- Denton Clark
- Dulas
- First Hydro
- Ford UK
- Greater Merseyside Enterprises
- Luton and Bedfordshire NHS Trust
- Riverside Housing Association
- Siemens
- The National Probation Service
- The University of Chester
- The Valuation Tribunal Service
- W S Atkins
- The Welsh Government
- Wrexham County Borough Council
- Wrexham University
- Yell



My Approach

I focus on enabling learning, that is, to achieve real and measurable performance improvements.

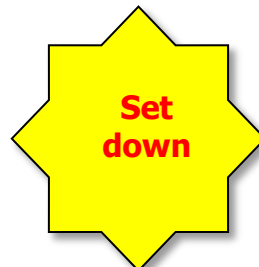
Courses are designed in line with training best practice, using Accelerated Learning techniques. They are fun, engaging, and thought-provoking and are designed to ensure those attending come away with powerful insights and embedded and practiced skills.

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A range of delivery methods ensures that all learning styles are represented, and that useful learning is achieved.

Learning does not happen in a vacuum, and the pre course preparation and post course implementation has a huge impact on the impact of the course and the transfer of learning. Therefore we place a great deal of emphasis on **Set up** - pre-course preparation and **Set down** - post-course support and follow-up.



Set up

Attendees are asked to complete a pre-course personal development questionnaire to gain an understanding of their experience and competency levels, as well as any specific attendee goals. Then the content and approach is tailored accordingly.

Set down

Following the sessions a range of follow-up material including newsletters, reflective activities and logs for continued development.

Development Programme Areas

Design and delivery of workshops both face to face and online to enhance

- Personal credibility
- Team/function credibility
- Individual performance
- Team/function performance

Below is a selection of programmes that have been designed and delivered for clients:-

Communicate your credibility

“You cannot communicate. Are you communicating what you want and need to?”

People who communicate with credibility are more likely to be listened to, be trusted and therefore have greater influence over others. The benefits of communicating personal credibility include:-

- You are more likely to be listened to, and your views taken on board
- People know where they stand with you and are more likely to trust you
- You are more likely to have influence

Summary of content

- Examining the factors that impact on credibility
- Credibility enhancers and credibility busters
- Using the 4C's Credibility Model to enhance your credibility

‘Feel the Fear and Do it Anyway’ – Risk Taking for Professionals

Know what risks to take and how to take them

Taking risks can have many positive outcomes:-

- An increase in self confidence
- You are seen as proactive
- You get rewards from risks paying off

Effective risk taking means assessing the risk, its cost/benefits and ensuring it fits with your personal and professional objectives

Summary of content

- Recognising your comfort zones, boundaries and their impact
- How to manage risk so it's stretch and not strain
- 3 techniques to safely get outside your comfort zones

Gaining Credibility through being Authentic and 'Walking the Talk'

Know what you really, really want and how to achieve it

Being authentic and 'Walking the talk' is about knowing what you stand for, and communicating it, matching what you say to what you do, and delivering what you say you will. This means:-

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- You are seen as credible
- You are more likely to be communicating with conviction and so be seen as trustworthy
- You know what to focus on, and achieve results and outcomes

'Walking the talk' will give you credibility with others and confidence in yourself, in your abilities and behaviours.

Summary of content

- What's really important to you, and what do you stand for?
- Using techniques to help you be yourself **more**
- Strategies to be authentic and credible

Dealing Professionally with Challenging Situations

See challenges as opportunities instead of threats

Challenging situations crop up in every area of our lives. They can have a negative impact – if you let them. Dealing effectively with challenging situations means:-

- You feel confident to deal with challenges
- You are more likely to get your outcomes
- You have reduced levels of stress

Challenging situations become more challenging if we view them as 'difficult'. Challenging situations are only as difficult as we choose to let them be.

Summary of content

- Identifying your challenging situations and their impact
- Identifying the triggers and your responses
- Techniques to help manage challenging situations

To find out how I can help

To discuss your specific requirements I offer a **30 minute free of charge discussion meeting** either by phone or Zoom.

To explore how I can assist please make contact via any of the channels listed below

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Telephone: 07804 956007

Email: krista@thecredibilityexpert.co.uk

About me



I'm a highly experienced facilitator, facilitator and trainer who specialises in supporting HR professionals and HR teams to perform effectively, to be credible and confident, and to have influence and impact in their organisation.

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My focus is on enabling individual and team performance through HR demonstrating their capability, communicating effectively and delivering a high level of service quality.

From 2000 to 2020 I supported HR professionals as a branch volunteer for the Chartered Institute of Personnel and Development (CIPD). I was branch chair and council representative of the Merseyside, North Cheshire and North Wales and the North and Mid Wales branches.

I'm currently in the final stages of writing my first book 'Credible HR - How to get heard, have influence and make a positive impact in the HR role'.

Career experience

Since 1995 I've designed and delivered numerous facilitation, facilitation and individual and group learning and development interventions, for people from all levels of the organisation. Clients include the Abu Dhabi Police Force, Airbus, Bibby Line, BP, Cheshire Constabulary, the CIPD, Siemens, the University of Chester, and Wrexham University.

I've also worked as an employee for several organisations, in both the private and public sectors. My work experience includes being a university lecturer in International Human Resource Management, an ILM Leadership and Management trainer, a civil servant, a committee clerk in a local authority and a barmaid at Butlins.

Personal competencies

I have excellent communication and interpersonal skills and am able to quickly build up supportive relationships with clients. Words used to describe me are friendly and supportive.

My academic qualifications

- MA (Human Resource Management)
- Post Graduate Diploma in Personnel Management
- BA (Honours) Degree (Open University)

My training and facilitation qualifications

- Trainers and Assessors Awards
 - Planning and implementing organisational training
 - Evaluation of training practice
- Three day accelerated learning programme – 'Brain Friendly Learning'
- Certified Master Practitioner of Neuro Linguistic Programming (NLP)
- Certified Trainer of Neuro Linguistic Programming (NLP) (Professional Guild of NLP)
- ILM Level 5 Certificate in Facilitation and Mentoring (currently being verified)

Published articles

- Time is Money - Are you Spending it Well? - Training Journal, June 2004
- Customer Care in a Call Centre Environment - Training Journal, March 2002

Testimonials

"I attended an Internal Customer Care course that was facilitated by Krista and found it to be very interesting. It was a large group of attendees and Krista was able to capture everyone's attention throughout the day. The course was a good balance of information passing and group involvement.

Krista is very approachable, professional and willing to adapt to whatever agenda you may have. I would have no hesitation in recommending her to you."

Brenda Leach

Wrexham County Borough Council

"Krista Powell Edwards designed and delivered a tailored programme to assist departmental senior managers to communicate more effectively at meetings and when making presentations. The objective of the programme was for people to communicate professionally and confidently in getting their message across, giving a positive impression of themselves and of the department.

All the feedback was positive and following the training there had been a noticeable difference to those who attended."

Mark Owen, Chief Finance and Performance Officer

Wrexham County Borough Council

Krista is professional in her attitude and approach. She is very customer focused, designing and delivering intervention to meet our needs. She is committed to gaining positive outcomes and helping us achieve our objectives"

Simon Simcox

Bob Parry Estate Agents, Surveyors and Valuers

"Krista was very responsive and flexible and proved a high value service."

Stephen Welch, Chief Executive
Chester, Ellesmere Port and North Wales Chamber of Commerce