

Testimonials- Jennifer Baker

P. Watson, Chief Executive, Manor Gardens Welfare Trust. “Jennifer delivered our recent strategic planning day. She made time to understand our unique needs and challenges our organisation is facing and designed the workshop accordingly by honing in on the issues which are relevant. She made every effort to engage each member of the team, providing support whilst challenging them to work to potential solutions. Her delivery was not theory or off the shelf but practical linking to our day to day work place. It was a pleasure to work with Jennifer for which I highly recommend her.”

Estelle Burns, Director of Performance GCDA “Jennifer provided executive coaching for individual members of the Leadership Team, coached and tutored organisational change champions, supported members of other teams through a complex transformational change programme, and designed and delivered a highly successful 'Manager as coach' course. Jennifer is able to respond well to the outline brief and will offer lots of supportive ideas, creative suggestions, and innovative solutions to get the very best from people with diverse requirements. She is quick to grasp the specific culture and needs of an organisation or team, and will offer supportive and constructive inputs to develop people and make change happen. She is very professional and has a fabulous understanding and application of coaching tools and techniques. She stretches people beyond their expectations and supports them on their individual learning journey. I recommend her for her understated approach and tenacity - and the fact that she gets results and encourages others to achieve even more than they were aiming for!”

S Redfearn, Business Owner I worked with Jennifer on her executive career programme and also, with her on a management team with a mutual colleague. She is a motivating and inspiring professional coach. She takes time to thoroughly understand a brief and prepares accordingly. Amongst her many professional skills, I have been particularly impressed, on several occasions, with her ability to adapt her approach in a creative way, to new and developing situations. Although she has an excellent and detailed knowledge of her subject matter, she is also very innovative. This, together with her personal warmth and good humour meant that the results she delivered consistently exceeded my expectations. Thanks, Jennifer - thoroughly recommended.

Director, I feel that I personally and the team as a whole have been very effective in terms of our goals. We have clarified those over the coaching programme and, having identified them, have come up with concrete plans to take them forward - all of which we have achieved. We are much stronger as a team - and it is great to see different [members] interacting outside our meetings with each other, working together. There was a challenge for me, to some degree, in motivating my team to work on this - but that was soon relieved as we started to see the outputs of the coaching. We are working as a more effective team - and we are seen to be a more effective team. Our efforts haven't gone unnoticed. Our first project - a staff directory - has got the attention of other directors and it isn't really up and running yet. Our planning process has been seen as very successful - and, on a personal note, other Directors have been asking me how I have been doing what I've been doing.

I had been reluctant to use a coach, as I wasn't really sure what they would be able to do for me personally or for a team that were slightly cynical and felt too busy to give time to this sort of work. Having worked with Jennifer, I wish that I had taken on that challenge sooner as the results have been so dramatic. Jennifer has worked at a pace and a level of challenge that has motivated and encouraged myself and the team - but has helped us get real tangible successes from day one. This has kept the motivation going.

She has always been there when needed, and kept us involved and working, but without it becoming too dominant or in the way of the day to day work we all have to do.

I have totally changed the way I manage my work - and, as a result, have more time to develop my vision for the team. I am becoming the leader I want to be as a result of this and I can see working with Jennifer to recharge the batteries every so often, to ensure I don't become complacent but keep looking for the next challenge.

My biggest compliment to Jennifer must be that two of my team, who were very cynical about coaching, are now working with her on a one-to-one basis because they have seen the benefits coaching can bring. Not to mention that my colleagues, at all levels, keep asking me how I have made such a difference.

Senior Commercial Manager, Diabetes UK Jennifer was recommended to me by a senior colleague at a time of change in our business, and she turned out to be a rock solid support. It was important for me to feel I could completely trust a coach, as we were talking about situations and people in my workplace as well as my career plans. In my opinion she's clearly an expert in coaching for development, she got to the bottom of how I think/react/feel, and 'facilitated' me finding out (in a cliché) how to be the best I can be... up to me if I make it happen or not! She has worked in industry and therefore can relate to the daily grind, the difficulty of fitting in coaching meetings and the 'homework', challenging personalities, and work life balance. I liked her infectious energy, empathy with people, strong personality, and her ability to inspire. With or without the support of my business, I am likely to go back to Jennifer to build on what I achieved, with her supporting me. I would certainly recommend at least a consultation with Jennifer if you are considering some support in your work/personal life.

Stephen Jarrold, Sales and Marketing Director, Denny Bros Ltd, We are a specialist manufacturing company, small to medium in size yet with a worldwide presence and reputation. Many things about us are bespoke and niche. Text book training has therefore failed, in the past, to deliver much benefit. Jennifer's approach was to completely understand who WE were and what the expectations of the company and individual trainee were. That way, all the benefit of the Baker Coaching experience and learning and intuition was precisely channelled into areas of activity that would (and has) improved performance. It will be a long-lasting change because the coaching has been about improving people first so they are empowered to improve much around them long after the training ends. Jennifer Baker will be invited back...so you better book her soon!

Stuart Shaw Director, International Sales and Marketing at Miramax I initially decided to work with Jennifer as I was concerned that I wasn't pushing myself enough or delivering to my potential. I was happy in my role; it was comfortable but not especially challenging. It would have been easy to spend another few years doing it in the hope that something would just turn up. I felt that this was the easy route and found that I needed someone to give me a shove and the confidence to strive for progression, either internally or externally. A couple of friends recommended Jennifer and I started meeting with her over approximately a nine month period. The initial focus was very much about me, what did I like, dislike, what was important, what were my aspirations for the future, short, medium and long term? Having done this Jennifer then encouraged me to look at careers and lifestyles that fitted these aspirations and identify companies that might be suitable and to build networks around this.

Throughout the process (career coaching) there was a lot of focus on self-belief, one standout quote for me personally that she showed me was by Henry Ford, "If you think you can do a thing or think you can't do a thing, you're right". This combined with Jennifer's coaching was an effective way of identifying that much of the battle was within me.

I would recommend Jennifer's coaching for anyone that needed a shove to get themselves out of a rut, to anyone looking for a change of career and didn't know what to do or to anyone that felt they had the ability but lacked the confidence to push for a promotion or apply for a job outside of their comfort zone.

I ended up being approached for an external role which covered areas outside of my direct experience, I had the confidence to apply and then do well during the interview, in part because of the time I'd spent with Jennifer. I was offered the job and accepted and am now in week three learning and being challenged daily and so far very happy.

Carol Ford, Fresh Produce & Food Specialist and Owner at Growing Direct Ltd I've known Jennifer for just over 18 months and we met via the brilliant Fresh Inspirations Conference, and Adam Hill. I had the pleasure of working as part of the organising team for Fresh Inspirations alongside Jennifer, she ran the highly successful Mentoring session at the conference as our Coach.

This week I had the honour of taking part, developing and running a Marketing Training course for Jennifer and her business. Jennifer was quite simply an inspiration, not only was she able to support and offer guidance, but she had some wonderful insights and helped me to ensure that the contributions and day training course, was a success.

On a personal note, Jennifer has helped me to understand that I have more to give than I ever thought possible and to believe in myself. I have no hesitation in highly recommending Jennifer, and it is my honour to not only know Jennifer in a professional capacity, but to also call her my friend.

Stephen Marshgreen, Director, N-Joy Communications Ltd. Sometimes you hit a road block in life and I contacted Jennifer during a time I was lacking drive and enthusiasm professionally and personally. Jennifer's coaching helped me to review where I was, realise some of my past successes and form a plan of direction so I was able to move forward. I found Jennifer to be a

very helpful and knowledgeable coach, empathetic to my situation. Having worked with other business owners on similar issues, Jennifer was able to advise from a well-rounded perspective. She is easy to work with, personable, professional and provided great support and encouragement. I can absolutely recommend her services.

Jane Clarke Local Democracy Officer, Tunbridge Wells Borough Council Initially I was ambivalent about attending this training course, as I was dubious about how much management could actually be 'taught'. I was of the opinion that management wasn't something you thought about, it was just something you did. How wrong I was!

The course has been a minor revelation: interesting, engaging and at times, good fun. The trainer was excellent, and I learnt so much more than just the formal types and structures of management, although this did provide the bedrock for the course on the first day. I also learnt about different types of communication, I how I prefer to communicate, and how this can be interpreted by others who communicate in a different way to me.

I learnt about the difference between leadership and management (and the key to this, delegation!), and how I can flex my style and approach to get the best out of my team. I learnt that if I trust my team and delegate, I'll get the best results out of them. But I also learnt that in some circumstances they will still need, and welcome, formal direction from me. I also learnt about how I can create an achievable action plan to develop my staff and myself for greater success. And one of the first things I'd put on that plan is to attend the ILM course!

Overall I found the course very worthwhile, and I can't wait to start putting the things I learnt into practice so that I can start to become a better leader.

Lauren, Tunbridge Wells Borough Council As a person I find that I am not always confident in what I do. My manager recommended that I attend a Management Course, to further my development skills as well as giving me an opportunity to engage with other managers and obtain feedback from them.

I found the course extremely insightful. The content of the course was detailed enough that I can utilise this in the future and in a way that kept me engaged within the sessions. Our Trainer, Jennifer, was brilliant, engaging the class and using a variety of tools to assist with the learning that was taking place. My confidence is already feeling boosted after dealing with a situation using tools and assistance from both Jennifer and the participants of my course.

I feel that I have taken in the information that has been given to me and am already implementing this into my day to day job. I would recommend this course to anyone who is or may be interested in being a Manager as it proves valuable in moving forward.

Sheila Daly, Benefit Fraud manager, Tunbridge Wells Borough Council I have recently attended the Level 3 ILM course in Leadership & Management, delivered by Jennifer Baker. Despite being a manager for some years I had no formal training and felt I needed to ensure I was properly equipped to give my team and myself the best tools available for the work place.

The course was great, hard work but very informative and I learned a great deal. The materials are really helpful, the practical sessions with other delegates really help the message to "sink in" and I even learnt to juggle 3 balls! (You need to attend to learn why this is relevant!)

I now feel well equipped to communicate more effectively, empower my team and deal with those all too difficult conversations we all put off. Developing yourself sessions make you realise you are important too, not just the team or the organisation. Can't wait to do level 5! PS, Jennifer kept us supplied with endless sweets and cakes throughout so what are you waiting for?

David Jenkinson Deputy Manager at The Regard Partnership Since my time with Jennifer I have received invaluable knowledge, resources and experience. It is hard to measure or say the good that it has done, the skills I have learnt have been transferred to my junior management team, they have passed it on to the support teams and the support teams are using the techniques to benefit the individuals we care for. What Jennifer has started here is a ripple effect of development, self-reflection and progression throughout the home. On the recommendation I clicked on career coach, but this is selling Jennifer short. The skills, techniques and coaching sessions have benefited me and my team in our careers and personal life's. Thank You Jennifer, you have made a real positive difference.

Adam Hill, Business Development & Marketing Manager at Pascual Marketing Jennifer designed a bespoke personal development session for Fresh Inspirations, a biennial conference and mentoring initiative that I founded to support the development of young, developing and aspiring managers, trainees and students in fresh produce, horticulture and related industries. Over 120 delegates representing the next generation attended the conference. Jennifer led the overall session in partnership with 15 industry leaders each responsible for circa 9 delegates. The session led them through the techniques and strategies to consider in successful career planning, goal setting and networking and provided a fresh and new perspective for all delegates on how to maximise their own development and in turn that of their company. The session was widely considered the most thought provoking and impactful session on the day leaving all delegates with a renewed focus and measurable targets. I found Jennifer to be highly experienced and knowledgeable in her field and professional throughout all the stages of planning, designing and delivering the session. I would have no hesitation in working with Jennifer again in the future.

S Pentin, Head Business Development, ClearlySo Career coaching with Jennifer has been a revelation for me. Her confident and reassuring manner encourages one to share innermost thoughts, paving the way for the most productive of sessions. Jennifer acts as a guiding influence through

a step-by-step programme, each session focusing on specific points determined by the direction of the conversation, largely controlled by you.

Personally, I have found the programme invaluable in learning about myself, what motivates me, understanding what my core values are and how to make what really matters to me a fundamental part of my working day. Jennifer draws on past experience, unearthing talents, abilities and passions of earlier years which have been dormant, but which were integral to one's happiness in the past, and may be relevant now. Delving deeply into various aspects of one's life experience instils a sense of confidence, gives one perspective and provides one with a very positive outlook on the way ahead.

I would thoroughly recommend Jennifer's services to any and all business professionals who are keen to embark on a new direction or who wish to change the 'rhythm' of their working lives.

Peter McDonnell, CEO at Cordoba Rewards Jennifer works as a valued associate for Cordoba. She is a highly skilled sales trainer and coach, with the substance of having had a highly successful sales career; this makes such a difference when delivering messages to sales personnel in the classroom. Sales people want to know the trainer has applied what they teach in the real world and she has. Jennifer has worked at the highest level, she is comfortable operating with 'C' suite, engages well with her audiences, and is undoubtedly one of our most professional associates.

Tim Mallender, Business Development Consultant, Denny Bros. "Came into this bespoke coaching programme at Denny Bros, prepared by Jennifer, looking to build on confidence and to look at time management so as to work smarter, not harder!

What has worked well – coaching has enhanced the skills that effectively were within me. To look at ways of managing objections, to read body language and interpret F2F meetings has led me to become a more confident ambassador for DB. Preparing and planning has greatly improved my time management. Listening and asking more open ended questions has led to some very productive meets with clients. This has led onto rapport building with clients, gaining their trust, respect and them having confidence in our ability to meet or exceed their business needs. An excellent and well executed programme specifically tailored to meet my needs."

Diana Peeva, HR, Diabetes UK Jennifer Baker is an executive coach and a consultant that I have worked with in the past 2 years. Her work focus is on greater business performance and she uses her coaching expertise to deliver results and create new dimensions of performance to individuals and teams. Jennifer has a great organisational awareness and strategic focus. Her project proposals are innovative, tailored and based on the latest research. Jennifer is a consultant, which experience and knowledge empowers not only the individuals and teams that she works with, but also offers valuable expertise to the HR team."

Head of Department, FE College, Having taken on a new role and area of responsibility, Jennifer helped me to focus on clarifying targets, exploring how best to approach the challenges I was facing and developing strategies for embedding the role in the organisation.

The coaching techniques helped me to focus on my strengths and previous successes in relation to these new challenges. I found Jennifer's questioning very challenging and development and I appreciated having the time to completely focus on myself and my role.

I now realise that it is possible to prioritise time for yourself without having an adverse impact on the job and subsequent workload. I was surprised to learn how powerful the reflection and planning techniques proved to be and I have already shared some of the strategies with colleagues. It has been a fantastic experience that I would wholeheartedly recommend to others.

James Ingles, Barenbrug UK My coaching sessions over the last few months have enabled me to become totally effective as the sales manager, in project managing and a leader within the company management team. Jennifer has teased out prejudices and gremlins and enabled me to see them for what they are. Supreme confidence in own judgement procedures. Just having the ability to do it! Whole work/life balance is key.

H Jeanes, Director PurpleLine Consulting Jennifer coached me for several months whilst I was launching my business. Through working with her I have reconnected with my values - essential for enjoying and getting the most from the work that I do. At each session she homed in on the key issues and worked with me to identify and gain commitment to a course of action. I found her extremely supportive and in particular greatly appreciated the enthusiasm and belief that she demonstrated in my business and in me.

Director, Health Care, Diabetes UK I have worked with Jennifer both individually and with my team. Her very practical coaching, helping people to really develop their own skills and solutions, improved our effectiveness as a team - agreeing shared problems and developing departmental solutions - which helped us shape a set of shared departmental objectives.

In personal coaching, Jennifer challenges me to consider my strengths and weaknesses and to develop strategies to develop my skills and effectiveness. Her encouragement and challenging approach really make me feel that I am the one developing the solutions and taking them forward, whether on a very specific issue or developing myself as an individual as well as a senior manager.

Jennifer has also run a course for my staff on time management skills. Again, the course was followed up by personal target setting and support - and all the staff that I have spoken to who attended have really felt that this has benefitted them and made them more productive.

Corporate Relations Executive, Charity Sector Having just a few coaching sessions with Jennifer was a really worthwhile experience to help me improve my self-esteem and help me build my relationships personally and professionally.

Business Owner, IT I would strongly recommend Jennifer's one to one coaching to other business owners. She was always very supportive and the coaching sessions were both fun and inspirational. Her ability to get straight to the core issues to unlock potential is a rare talent.

Senior Manager, Charity Sector My six sessions of one to coaching have made a tangible, positive difference to the way I approach challenges both at work and in my personal life. Coaching has been a very valuable experience which has helped me to grow and develop essential life skills and I plan to carry the lessons I have learnt with me as I progress.

Head of Team, Corporate Fund Raiser, Diabetes UK Coaching has helped me to retain the techniques versus training, applying techniques into everyday work. Follow up ensures the actions have been done! Coaching looked at setting priorities, knowing what needs to be done. Self Motivation: Using leadership skills to gain motivation and establish direction. Unless I had a clear vision and purpose and one which creates energy, the time pressure and problems will easily prevent me reaching the set goal. Coaching facilitated the building of that vision, e.g. income = fuel in the tank. Since shared with the team.

Better communications makes for stronger relationships: Coaching in a team has the benefit of each team member learning different elements and sharing with each other (the synergic effect). Each member then uses a common language (inclusive communication). Being aware that new staff bring along different cultures which may promote change in the team. Identifying techniques which may need to deal with more direct styles.

Senior Manager, Policy Implementation The support and coaching provided by Jennifer has enabled me to develop as a manager. She has helped me to work through difficult management issues and to and develop the confidence to know now that I can deal appropriately with conflict, underperformance as well as the visionary elements of developing and supporting a new team.

Jennifer is very calm, non-judgemental and does not give the answers - but forced me to find them myself, drawing on the skills and knowledge that I already possessed. She is fantastic at developing a person's belief in them and identifying options that can be taken to move forward.

Over the last few months I have been given the opportunity, through coaching, to step back from the day to day and think through my work - life balance generally. It has forced me to tackle those challenging decisions that I have been putting off, or ignoring for many years. Although I have not found the time to act on these decisions - I have at least made them.

If anyone needs time to think, to be given an impetus to think and plan for the longer term, I recommend the support and coaching skills of Jennifer. She is easy going, friendly and possesses a wealth of knowledge and experience about dealing with those day to day problems that face all managers.

Corporate Relations Executive Having just a few coaching sessions with Jennifer was a really worthwhile experience to help me improve my self-esteem and help me build my relationships personally and professionally. The sessions themselves (as well as the preparation and reflection outside of the sessions) gave me the opportunity to really think deeply about my core values and beliefs and to commit to them in meaningful ways.

Coaching was also key in helping me see that I deserve to take some time out now and again to treat myself and celebrate my achievements which I did not ever do before - so that's also a great thing that I have taken from the experience. I think coaching has also helped me to learn and practise ongoing tools to think, behave and live my life the way I want to live it!

Senior Manager Coaching has unlocked my true strengths, brought out the best in me and has enabled me to achieve goals I previously only hoped to make a reality. Coaching has provided me with simple and effective techniques for managing all aspects of my life with excellence and reduced stress. The coaching helped the team to believe they have the power to overcome some of the challenge we're facing and stick their neck out to get results. The sessions were upbeat and non-judgemental!

Senior Manager I've certainly noticed I feel more positive when I have completed tasks or tackled things I've been putting off - rather than berating myself for the 10 other things I didn't do on my unreasonably long to do list! Learning how to prioritise has helped enormously; learning to self-manage, as the key to time management I have found my self-discipline is a lot better. Particularly facing tasks that I had been avoiding.

I'm using the tool on how to approach big projects or tasks which means I'm finding I get more done, more than I thought possible. I've also noticed I'm more receptive to receiving more work instead of trying to avoid 'extra' things to do.

I found your approach, tactful and respectful especially as originally I didn't want to be there. I'm a lot more satisfied with myself; a lot more organised and feel a lot calmer, less stressed.

Diabetes UK I started with an overall sense of dread at the mention of the word presentation. I now know exactly what aspects of planning and delivery a presentation make me nervous and what I need to do to combat those fears. There are also things I can now recognise I am already good at and enjoy. This course was excellent and has certainly developed my confidence and reduced my worries no end.

Robert Bechara, student St Columbas' School, St Albans. I thought that the Baker Coaching career programme tailored for young people was extremely helpful. Sometimes it can be difficult for young people to decide the kind of degree they wish to undertake and the sort of career it can lead to. I was definitely one of those people. What the programme did was find a suitable career based on interests, hobbies, experiences, personal values and life skills gained, for example, we were asked to write a story about an event that happened in our life where life skills were able to be identified. The programme went on a few steps further allowing you to think about the

kind of place workplace you would like to be a part of, the house and area you would like to live in and the sort of people environments that best match to your personality and skills. These are things that I never really thought about but came to realise how important it is and the influence it has when it came to choosing a career field for the future. It crucially allowed me to open my eyes to the options available to me especially if you decide you want to pursue something different to what you originally planned. I would highly recommend this programme to anyone who is looking to apply to university and doesn't have a clear pathway to a career goal - making deciding to find a degree course difficult.