

Biographies

Amanda Pearce-Burton - Managing Director

As founder and Managing Director of Formation, Amanda has spent nine years transforming the company from a one-person consultancy to a thriving and growing organisation with a reputation for being a 'people' company. As a trainer, Amanda has led an extensive range of training courses, specialising in creative thinking and problem solving, training for trainers and cultural sector projects. She has also undertaken project management for a client base that includes private sector companies, Government departments, local authorities, arts organisations, development agencies, charities and other voluntary sector organisations.

Amanda previously held the post of Chair of the City Arts Management Committee, successfully turning the organisation around through strategic planning, consolidating funding and raising the organisation's profile with key stakeholders. At the start of her career in 1993, after completing a postgraduate course in textiles, Amanda received a grant from the Princes Trust to set up her own design business, selling work worldwide through publishers as well as direct to private buyers. It was while running her design business that clients began asking Amanda for help with running their business and improving their skills. Finding the experience of training personally rewarding, Amanda devoted herself more and more to training and development projects, and as her skill and reputation for bespoke and innovative training grew, so did client demand.

Amanda is a regular guest speaker at business and charity events on popular topics including entrepreneurship, business start up and skills for succeeding after graduation, having shared the stage with Tony Blair, William Hague and HRH Prince of Wales.

She holds a Training for Trainers Certificate from Leeds University (Counselling & Careers Development Unit), and successfully completed an IBA Accredited Training Certificate in Business Counselling Skills. Amanda also received a CIM Advanced Certificate in Arts Marketing from Cambridge Marketing College. Amanda has recently been invited to sit on the Local Management Group within North Nottinghamshire for 'BizFizz' which supports enterprise in the local community and helps people to realise their business dreams. Amanda remains a regular contributor of guest articles to the training and development trade press including 'The Audience', 'Training Strategies' and 'Arts Training News & Networking'. In 1992, Amanda was presented with the 'Women into Business Award' by Soroptimist International, a volunteer service organisation which seeks to improve the lives of women across the world.

In addition to growing her own successful business, Amanda has two young children. She remains passionate in her beliefs about the capacity of individuals to grow, change and develop. Amanda has made a positive difference to the companies with which she works by helping them to increase performance, profitability and their team commitment.

While her business has grown, both in terms of staff and net profit, Amanda has ensured the company respects the environment and the local community. Amanda has resisted the temptation to relocate the business to the centre of a large city, instead opting to keep the company within her local town of Hucknall, Nottinghamshire, as she is determined to ensure that as the company grows it does not lose sight of its history and the community in which it is based. A people focused and family friendly company, Formation has grown through nurturing its most important assets: its people.

Formation.

Barbara Pearce - Director

Barbara has been consistently in demand for over 25 years working as a consultant for LEAs, health authorities, private companies, GP practices and Government Departments. For many years, Barbara directed a successful training and consultancy company based at the University of Leeds, working with organisations from the public, private and voluntary sectors. For the last three years she has been a professional adviser to the Department for Education and Skills (DfES), and has most recently been working as a consultant to the School Resources Group and other parts of the DfES where she is responsible for supporting the HR and communications strands of restructuring.

In May 2002, she became a director of Formation and is working with a wide range of organisations including the Training and Development Agency for Schools, the DfES and the NHS. At Formation, Barbara focuses on a range of courses but specifically areas relating to people skills and change, including transactional analysis (TA), neuro-linguistic programming (NLP) and executive coaching. Barbara also focuses on training for trainers. In consultancy, Barbara works to advise and help clients to implement major business changes such as developing human resources, downsizing and restructuring. Barbara regards it as vital to establish a close working relationship with clients and to provide support over a period of time. In addition, Barbara has specific expertise in evaluation, quality assurance and assessment against standards, having helped devise the National Professional Qualification for Headship (NPQH), and having been the professional adviser to the Training and Development Agency for Schools on the Higher Level Teaching Assistant (HLTA) Status.

Barbara's previously worked for the DfES involves both support for change and a contribution to policy development. She has had a major impact in all of the areas of the organisation in which she has worked. Her work was concerned initially with transforming a number of traditional civil service divisions into a single business unit and with new HR systems to match. More recently she has been involved in helping with a restructuring exercise and advising on further HR reforms.

Barbara is a widely published author and public speaker on training, development and education issues.

Barbara is a Fellow of the Royal Society of Arts, an Honorary Member of City and Guilds and Chair of the Cancer Research Advisory Group, South West Thames Region.