



MORE ABOUT US

Here is some more information about us and our organisation that may help you decide whether we are the best people to work with you on this programme:-

We are all ex-business leaders

We understand how difficult it can be to juggle the pressures of today with the need to build tomorrow's future. We know you need quick wins and long term benefits. **We will work hard to deliver both.**



Purpose designed

We design and deliver to meet your needs - we don't try and squeeze you into 'off the shelf' packages! **If you don't like it, we'll change it - at any time!**

Learning that sticks

We offer a **unique experiential** and classroom combination. We combine challenging experiential activities with the latest business thinking. Our coaching and follow up methods ensure that behaviours in the workplace can change for better, for the long term.





Some Impartial Feedback



The following people have agreed to provide you with some impartial feedback on our performance – the way we work and the results we get. Please feel free to contact them:-

Organisation	Name	Contact Details
Sony UK	Sue Middlehurst, HR	01932 816269
British Airways	Bill Kelly, GM	07789 610080
Environment Agency	Gareth O'Shea	07767 481406
Intellectual Property Office	Kevin Woodrow	01633 814857

Accreditation

We are accredited by the ILM to provide the following qualifications. We hold "Direct Claim Status". This recognises our high standards of programme delivery, programme management and assessment. **We were recently advised by the ILM that we are Wales' biggest provider of ILM Leadership qualifications.**



Programme	Level	Qualification
Leadership	Level 3	<ul style="list-style-type: none"> Award in Leadership Certificate in Leadership
	Level 4	<ul style="list-style-type: none"> Award in Leadership
	Level 5	<ul style="list-style-type: none"> Award in Leadership Certificate in Leadership
Coaching	Level 3	<ul style="list-style-type: none"> Award in Workplace Coaching Certificate for Professional Workplace Coaches
	Level 5	<ul style="list-style-type: none"> Certificate in Coaching & Mentoring in Mgt Diploma for Professional Mgt Coaches & Mentors



Our Track Record

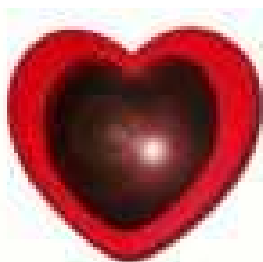
if-development are leadership behaviour specialists. We have the following experience that you might find of interest:-

Coaching & Mentoring

As well as training others to coach we are coaches ourselves. We offer business coaching at all levels and our clients include senior managers, team leaders, head-teachers etc.

Leadership Development Programmes

1. **SONY UK** (Weybridge / Basingstoke) Coaching Diploma – we currently provide a 6 month programme to teach team leaders and senior managers how to be effective coaches, resulting in a Diploma from the Institute of Leadership and Management (ILM).
2. **SONY UK TEC** (Pencoed) Leadership Development Awards – a 6 month leadership development course, again accredited by the ILM.
3. **BRITISH AIRWAYS INTERIORS** (Blackwood) – Leadership Development Programmes – 12 months. We have delivered 4 consecutive programmes for BAIE. This has covered different levels in the organisation. The latest was a bespoke programme that also offered ILM qualifications.
4. **PICTURE FINANCIAL** (Newport) – Coaching Programme – 9 month programme to help managers develop coaching skills. Accredited by the ILM.
5. **PICTURE FINANCIAL** (Newport) – Leadership Development Programme – 6 months. Following a successfully coaching programme Picture asked us to develop a bespoke programme for middle managers that also led to an ILM qualification.
6. **IRVING GQ** (Bridgend) – We developed and delivered a bespoke leadership programme for Irving GQ.
7. **THE PATENT OFFICE (now IPO) (Newport)** – we have just completed a bespoke leadership development programmes for all managers within a directorate of the IPO – non-ILM – and have started





a second programme in another directorate.

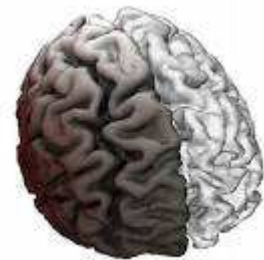
8. **PARTNERSHIPS IN CARE** (Abergavenny)– A series of development programmes for leaders including ILM accreditation, 1:1 coaching and teambuilding.
9. **A2Z COMPUTING LTD** (Newport)– A 6 month leadership development programme leading to and ILM qualification. This follows a series of teambuilding and 1 day training courses.
10. **MFI** (Llantrisant)– A 12 month leadership development programme and follow on coaching of highest performing managers.

Other Development Programmes

Sony UK

We work as sole partner providers on the following programmes across all areas of Sony based in the UK:-

1. Performance Management Workshops – a 2 day training course now delivered to hundreds of managers across Europe
2. Introduction to Performance Management for Employees – a ½ day session to help employees prepare for performance appraisals
3. Project Management – 1 day training course to introduce delegates to the principles of project management. This is a regular fixture in Sony's learning catalogue.
4. Leading Effective Meetings – also a regular feature in Sony's learning catalogue
5. Open Space Technology – we have facilitated OST sessions
6. Teambuilding programmes – for numerous organisations





Other Short Courses & Team Development Workshops

Clients

British Airways plc
Lloyds TSB plc
Bosch UK
The National Health Service
Picture Financial Ltd
The Environment Agency
Newport-Gwent Dragons
Gallagher plc
Parsons - Brinkerhoff

Courses

Teambuilding
Motivation in Practice
Conflict Management
Strength Deployment Inventory
Strategic Planning
Creative Decision Making
Presentation Skills
Project Management
Leading Meetings

Commercial Details

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Company Number: Ideafreaks Ltd: 4805189
VAT Number: 850 2650 46
DUNS Number: 735428638
Public Liability Insurance: £5,000,000 Adventure Activity Liability
Product Liability Ins: £5,000,000

Contact Us

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