

## Pauline Crawford Founder and Chief Executive of Corporate Heart

*Conference Speaker, Host and Interviewer, TV Presenter, Designer of Gender Dynamics, Facilitator of Change, Mentor & Coach*



Pauline's passion is to engage leaders in collaborative, change-focused conversations that help both men and women to co-create a successful future. Uniquely she applies logical, practical 'doing', blended with emotion, to enable people to change without having to become someone they don't want to be.

Pauline is a Performance Consultant, specialising in behavioural excellence and facilitating corporate transformation with individuals and whole cultures at work. She works with corporate leaders, boards, key teams and diverse groups, through a range of channels designed to make a measurable and lasting difference to results. Using well researched tools and frameworks combined with a unique values-based *conversation technique*, her clients learn how to transform their own personal confidence and presence into tangible business success.

A sociologist, business psychologist, corporate image consultant and social entrepreneur; Pauline is acclaimed internationally as an expert in behaviour, has designed a unique gender dynamics framework and leads business culture transformation. She was one of the first to deliver lectures and to coach on corporate image and reputation and is a highly effective connector, experienced in recognising valuable opportunities to bring people together for mutual business or personal relationship benefit.

Pauline's services are tailored to meet specific group or individual needs and she is:

- **Designer of Gender Dynamics**, formatting a new perspective for recognising authentic gender understanding, and productive communication between men and women to enhance collaboration and good relationships.
- **Facilitator of change**, her Corporate Heart consultancy team transforming diverse behaviour and thinking into successful business relationships through a wide range of innovative programmes on culture transformation, leadership, team engagement, and personal and professional development.
- **Mentoring and coaching**, for individuals and groups, including behavioural change, business psychology, emotional confidence, professional reputation, image, presence, relationship management, conversation techniques, and gender dynamics
- **Conference Speaker**, drawing on 20 years' experience of appearing on TV, radio and conference platforms on many topics including performance excellence, women in the boardroom, gender politics, the succession of women, cultures of wellness, and leadership wisdom
- **Host and Interview** for forums, debates and interactive large scale conversations; and chairing key events and workshops, for clients across the UK and Europe, on topical issues such as gender diversity, inclusion, corporate social responsibility, and sustainability
- **TV Presenter** in conversation with male and female leaders to explore and share their viewpoints, possibilities and visions, enabling new solutions to emerge

In the UK, clients include Barclays, BT, Coutts, Norton Rose, Metropolitan Police, ICI, News International, HP Consulting, Nair & Co, Urenco, Innovation Norway, Basel Trust. Visiting Lecturer at London Metropolitan University  
In Malaysia, clients include The Ministry of Women, Weststar Aviation, MyWIN Academy, BAC (Brickfield Asia College), The BAR Council of Malaysia, Make-it-Right-Movement, and The Achievers Program

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## ***What some of Pauline's clients say...***

### **Leadership Mentoring**

Having been a Director of Operations and Client Services for several years and having worked in all areas of the business over a 12 year period, I still lacked the confidence to step up and take on the role of Managing Director when the position became available. Pauline's Situational Mentoring programme helped me to understand that I possessed all the abilities and skills which were required for the role and that it was only my lack of confidence which was holding me back. The programme was instrumental in helping me develop the right mindset to move forward with my career and to deal with the inevitable challenges. Pauline is an excellent mentor and the programme is well-structured and easy to follow and I would have no hesitation in recommending it to anyone who needs a little encouragement to take that next step. I accepted my new position shortly after completing the programme and have never looked back! **Letitia Herviou, Managing Director, Basel Trust, Jersey.**

### **Individual Improvement (Coaching one-on-one and within small groups)**

Pauline enabled me realise I am important in my role and an asset to the company. Taught me to really think about how I want to work going forward and gave me the confidence to follow through my actions on my return to work". **Kellie Jones, PA to Nick Criticos – Head of Retail & Investment Trusts, F&C Asset Management plc**

*From a series of leadership coaching sessions* "This unique personal development approach has helped me in assertively establishing myself in my new role and has meant that I have gained great buy-in and support from my team members because of the environment created by the application of various techniques covered in my program. This means that more of our customers are now able to benefit from our new approach to them". **Julie Moores, Key Account Manager, Amgen.**

### **Team development over 9 months**

A strong base was built which enhanced the team performance based on shared values and open relationships. This work has set a good foundation for understanding behaviour, motivation and needs. The team increased confidence and worked together more cohesively. Importantly this work enabled the team to succeed at a time of change and improve the financial performance of the business. **Nick Young General Manager Photo Corporation**

I returned to work with a new personal perspective and it's allowed my team to understand more about themselves and each other. We are continually challenged however we value ourselves as people and aim for our best! **Maggie Chandler, BT Head of Customer Satisfaction.**

### **People Development Programme over 6 months**

Pauline's ability to work with a wide range of personalities in a large, newly formed team was highly effective and practical; her style is sensitive to personal issues yet highly focused on the professional excellence I desired from the team. It was especially significant for me as the Business Manager to learn how differently colleagues perceived each other and myself, and how this had caused performance in the team to be ineffective.

In particular, it was noticeable that the atmosphere across the whole team lightened and improved 100 fold; and that over a year later the change in many people is sustainable in a manner that I have not experienced with other programmes. Pauline has a wealth of experience about business as well as the people and this enhances the sustainability of the end result. Her skill to reach an eclectic audience always creates tangible benefits for everyone **Diane McNulty, Business Manager, Metropolitan Police, London**

### Conference Speaking and Hosting Events (on Gender Diversity Agenda)

Pauline has a unique understanding of the differences in communication and thoughts patterns between men and women. Thus she can add value to any business that aims to improve diversity, leverage on women talent and develop a more productive workforce.

She designed an inspirational workshop by interviewing three of the most senior women, and she was able to obtain from them very valuable feedback on how more junior employees can improve their career. Again, she demonstrated how men and women can engage better with each other by adapting their style to the masculine/feminine personality of the recipient. She also suggested the styles and words that we can use to obtain greater results when conveying important messages. In view of the unique engagement with the audience, expertise and value that she can add to a company, I have no hesitation in recommending Pauline to any company that wishes to improve the retention of women talents. Thank you so much for all the magic you brought to my life!" **Giuliana Bruce, Barclays, London**

Pauline led the discussion superbly, bringing out the key themes, challenging at the right times, whilst managing also to keep the audience involved and engaged. A very stimulating event to participate in" **Cathy Turner, Barclays HR Director**

### Team development

Corporate Heart worked closely with Innovation Norway's London office to design and deliver a series of programmes for both individual and team development. The brief required Corporate Heart to come up with creative ideas that would build self confidence and strengthened teamwork simultaneously. The programme included a mixture of individual meetings as well as large and small group sessions. Critical to the event's success were Corporate Heart's experience in developing people and teams, spoken communication and understanding the values that drive and influences behavior (using Birkman Profiles to ensure rigour and accuracy). As well as Corporate Heart's specialist expertise in this area, creativity, attention to detail and excellent project management skills were essential in ensuring successful results." **Heidi Dahl, Head of Western Europe, Innovation Norway**

Corporate Heart's approach to team development is creative, thought provoking and exiting. The two day session they delivered for part of our finance group within URENCO enabled the team to identify their own strengths whilst focusing them on creating their own team vision which has resulted in the team excelling in their business goals whilst working together. **Kate Griffiths, HR Advisor Marlow, URENCO Limited**

### Corporate Heart's Culture Survey

"The mere fact of running the wellness survey, and having to discuss the results, has provided our management team with a dialogue between ourselves that is open, supportive and which has brought about an 'ownership' by the team as a whole. The immediate influence of this survey has been to enable managers to speak to staff about specific personal views previously undefined; the staff feel noticed and taken seriously, and the managers now have a tool to ask the necessary questions without fear of offending anyone." **Debra Allcock Tyler CEO The Directory of Social Change, Voluntary Sector**

### Engagement Cascade

"The engagement sessions rolled out across the Express Fit Dealerships were brilliantly designed to capture the essence of the key message "Adding Value". Our requirement was to shift 'hearts and minds' of everyone delivering our 'Express Fit' service. I was personally amazed that such a short session can create a great deal of energy, honest sharing and commitment to action ....and gave everyone a new sense of personal value within the business!" **Julie Rosser, Manager-Workshop Programmes, Peugeot Express Fit dealership**