

Carole Appleby, MCI PR, Accredited Coach,

Personal Profile



Carole has more than 15 years experience in communications, coaching, change management and leadership development in both the public and private sectors. With well-developed facilitation skills, she utilises her business background and experience to deliver innovative programmes, encouraging participants to take ownership of their own learning and development. She is adaptable and flexible and operates within a variety of situations, understanding different perspectives and views.

Carole is an accredited coach (European Coaching and Mentoring Council and Middlesex University) with highly developed people skills and has a passion for enabling and empowering individuals and teams to fully realise their inherent potential and maximise their business and operational effectiveness.

Carole is a Member of the Chartered Institute of Public Relations. With her previous background as a head of communications and employee engagement, she has particular expertise in creating strategic solutions that deliver high quality, effective communications to all stakeholder audiences to enhance reputation and build confidence.

In early 2008, Carole established her own consultancy, Blue Horizon Associates Ltd, specialising in the development of people potential at an organisational, team or individual level, using coaching, communications and change management techniques. Carole is also an assessor for the UK 'Excellence in Customer Experience' accreditation programme.

Key areas of success

- Facilitation of Leadership Development Programme, providing senior managers with key skills and expertise to empower them to lead through change in a high performance environment
- Developing and implementing an employee involvement strategy leading to an improvement in employee satisfaction and understanding of NHS Logistics' aims and objectives, from 26% in 1999 to 76% in 2006
- Devising and facilitating a coaching skills programme in a global organisation, leading to 82% satisfaction from delegates and improved performance across the business
- Leading stakeholder communications on a major organisational outsourcing project, working in partnership with the Department of Health, resulting in the largest NHS outsourcing to date involving the transfer of 1500 staff and all business assets to form a new organisation within the private sector

Career Summary

Carole began her career with the NHS in 1976 and following a range of junior roles she became Corporate Communications Manager for Southern Derbyshire Health Authority in 1993, responsible for reputation management and media relations. Following a post graduate Diploma in Public Relations, in 2001 she moved to NHS Logistics, a Special Health Authority, to undertake a role with a national remit, delivering a range high quality communications to all stakeholder audiences nationally, managing a team of communications specialists.

From 2001, her interest in and passion for people development and employee engagement grew and her involvement in transformational leadership facilitation began. This involved providing senior managers with key skills and expertise to empower them to lead the organisation in a high performance environment. In 2006, when NHS Logistics was outsourced to the global logistics company DHL, she became Head of Employee Engagement, and led an organisational development programme to create culture change across NHS Supply Chain, improving employee communications and engagement across the organisation's eight sites throughout England. In 2007 she became a coach (accredited by Middlesex University and the European Coaching and Mentoring Council). In 2009, she became a Member of the Institute of Chartered Public Relations.