

Jon Thedham

Jon has a commitment to learning and has passionately supported and facilitated the development of people, teams and organisations throughout his career in both the public and private sectors.

He is a Fellow of the Institute of Marketing, a member of the EMCC and also has an MBA. Jon has coached, trained and consulted throughout the UK and internationally and has worked with Senior Managers in both SMEs and larger organisations.



Experience

Jon has extensive management and consultancy experience in a number of sectors but his real senior management and coaching expertise lies in Education and Leisure and Tourism. He also has extensive experience of coaching SME owners and Senior Managers. He has developed National training and development programmes for the English Tourist Industry and also has consulted on national projects relating to vocational learning and development. He has been a lead coach and facilitator on the National Subject Learning Coaches programme. Developing coaches and writing programmes to support the development of coaching skills and competence.

He is an experienced marketing consultant who aligns coaching to marketing implementation and has worked strategically supporting senior managers from both the private and public sectors develop and implement their strategic marketing plans. Project topics have included:

- Facilitating Board focus and strategic development
- Developing a coaching culture across both private and public sector organisations
- Feasibility studies on new tourism developments
- Coaching managers and marketing professionals
- Supporting front line managers developing their coaching competence and skills

At a personal level Jon has also used coaching and facilitation to enable managers to develop a range of skills and competencies. These include:

- Effective Communication – both internally and external to the organisation
- Influencing and Negotiation
- Consultative selling
- Strategic and front line customer service improvement
- Managing and facilitating organisational change
- Leading and developing teams
- Visioning and strategic planning and management

Jon has worked with Enterprise and Entrepreneurship Institute at Lancaster University and has co-published articles in both coaching in education and entrepreneurship. He has also written and published national training and development programmes in a range of areas including: customer service, management, sustainability in tourism and customer service for disabled customers.

Jon is married to Jane and they have two boys James (14) and Ben (10). He started his working career, way back in the 70's as a PE teacher and has maintained his passion for sport. With his new resurfaced hip he is now back skiing and walking and climbing in the Fells of the Lake District.

Selected client companies

Welsh Development Agency
TES
Heads of the Valley
development Agency
Thistle Hotels
The Rank Organisation
The Learning Skills Network
The Lake District Tourism and
Conservation Partnership
The Philippine National Bank
The Jefferson Smurfit Group
The British Association of Parks
Piers and Attractions (BALPPA)
John Parker and Sons
Global Techno Incorporated
(Japan)
The Childrens Society

Education, qualifications and professional positions

MBA - DeMontforte University
Postgraduate Diploma of
Marketing CIM
Certificate of Education - Exeter
University
Fellow of the Institute of
Marketing

