

CURRICULUM VITAE - DALE STAFFORD



Recognised by the Prime Minister in 2006 for her contribution to education & training

Named by North West Business Insider in their 2015 Top 100 Influential Women

**Successful business woman with excellent communication skills, including Keynote Speaking
Proven track record launching, managing & leading development of own business
& contributing effectively to the development of other organisations and individuals
Specialist in Leadership & Management Development and
Coaching for Growth & Performance**

Under Dale's leadership, her business was listed in the 2005/2006 ALI Chief Inspector's Report as one of the country's best training providers

Author: The Book of Job - the business of people for people in business (2012)

Address: Vale Crest, Strines Road, Marple, Stockport SK6 7DU

Tel: 07834 917895

Email: dale@theprincipledepartment.com

Website: www.theprincipledepartment.com

2009 - Present (Following a 3 year restrictive covenant post sale)

Working with owner managers/directors and the senior leadership & management teams of high growth businesses
Supporting achievement of clients' strategic goals by designing & delivering bespoke leadership & management training & development programmes & providing executive mentoring/coaching to enable & support business growth.
Also an Associate Coach with Winning Pitch - delivering the Coaching for Growth Programme, Growth Accelerator (now part of the Business Growth Service) and the Leadership & Management Programme
Encouraging and supporting the development of business-led training academies

1980 – May 2006 – Damar Limited – t/a Damar Training - Founder & Managing Director

Took business from pre-start up to successfully selling on, demonstrating proven ability in business planning & development, financial planning & control, sales & marketing; contract negotiation – private & public sector; personnel recruitment, development & performance management, including achievement & maintenance since 1995 of IiP. Course design & delivery with emphasis on a client centred approach

Public Service includes

President Stockport Chamber of Commerce & Industry - 1997-1999 (Deputy for 2 years prior)

Non-executive member Stockport Health Authority (2 terms: 1992-1999)

Chairman Reddish Vale Co-operative Trust (2008-2013)

Director Stockport Business Link (Mid 1990's)

Director Stockport Business Venture (early 1990's)

Chairman Stockport Area Board for Young Enterprise (since early 1990's - 2012)

Professional Training & Qualifications

Post Graduate Qualification in Business & Personal Coaching accredited by Chester University (2008-2011)

Fellow of Faculty of Teachers in Commerce

Fellow of Society of Teachers in Business Education

NEBSS Diploma in Management

Additional information

Married - 2 Children (29 & 26)

Hobbies - Cinema & theatre, sailing, reading, spending time with family & friends, entertaining at home

No political activities undertaken in the last 5 years

References available on request

CURRICULUM VITAE - DALE STAFFORD (Continued)

***“Dale is an exceptional person.
Not only have I enjoyed working with her on a personal level but also she has never failed to offer
a highly professional service which delivers great results.”***

Vanda Murray, OBE for Services to British Industry

***“Fantastic. You have such courage & competence. I have never seen anyone take a group on their own
journey the way you did it – massive steps were made thanks to you.”***

Professor Alastair Nicholson, Said Business School, Oxford University

***“Having been on numerous management courses I was less than thrilled to be asked to attend yet another.
But working with Dale Stafford was a totally different experience.
Her enthusiasm is infectious and her approach refreshing and inspiring.
What’s more, she enabled me to realise the true way to be effective as a leader
and I recommend her to you wholeheartedly.”***

Helen Blaikie, Head of Business Planning, National Express

***“If it’s results you’re after, contact Dale Stafford from The Principle Department. She drew out skills &
talents that were previously hidden in our team, helped us get the management team on board formulating &
then implementing plans for growing the business.
Her approach is totally different & tailored to what you need.
With her help, we’re transforming the way we think, work & perform
& I’d highly recommend her to you.”***

Jill Nagy, CEO, Rochdale Training Association

“There’s definitely such a thing as the ‘Dale Effect’ and it’s really supporting us in achieving our objectives.”

Ben Ferrar, General Manager, LPW Technology

***“If you’re looking for a 5 star, platinum & the best in the business ,end your search & contact Dale.
I can 100% recommend her. Dale’s business knowledge & experience is vast
& her ability to get the best out of people magical.”***

Tracy Vardy, Owner/Director, Sim Trava Ltd, Metronet UK Business of the Year

***“Working with Dale has been an incredibly fruitful experience.
I found our sessions to be affirming yet challenging, structured yet organic, and most importantly,
always relevant to the challenges I was facing at the time.
As a result, I’ve experienced huge amounts of personal growth,
sparking profound changes in both my professional and personal life”.***

Joshua Entwistle NPD Manager, Cherrytree Bakery
& Young Employee of the Year Award at the Burnley Business Awards