



Ellen Watts

Trainer ~ Coach ~ Mentor ~ Facilitator ~ Keynote Speaker

Ellen started her career over 25 years ago - first in retail management & management training & later in 'business to business' sales & sales management. In 1996, she formed **ElleRich Training Ltd** to provide local companies with training that made a real difference to their bottom line.

She still specialises in **customer service & sales training**, plus all the **communication & management skills** needed to support them.

Her current portfolio stands at 48 topics of **business management, communication & leadership skills**. Her training style is fun, interactive & motivational as well as informative & behaviour changing.

She has designed & delivered various courses, workshops, team building events, training road-shows & bespoke leadership & coaching/mentoring programmes to hundreds of organisations including:-

- **Nationals** such as **Marks & Spencer, Zurich, ARVAL PHH, Overdrive, BCA, Exploration Logistics, Pronuptia, SPATEX, WWT, British Gas, Texaco, npower, Aldi & Direct Wines.**
- **Further Education, Colleges & Universities**, training students, graduates & tutors on the skills needed to be effective in the real working/business environment. She has regularly trained for organisations such as: - **New College (Swindon), The Royal Agricultural College, Cheltenham Ladies College, Gloscat, Salisbury College & WOLN.** She has also been a business mentor for **The University of Bath in Swindon.**
- **Local SMEs** such as **solicitors, accountants, lawyers, doctor & dental surgeries, retailers, manufacturers, service providers, charitable trusts & businesses in the tourism & leisure industry.**

Ellen has acquired her **Certificate in Training Practice** with **New College, Swindon.** For her special project she chose to study learning organisations and to develop competencies that could be used for benchmarking studies. She has also studied **NLP & Accelerated Learning (AL)** and a variety of **personality profiling tools** and uses their lessons & insights to help organisations save time & money by aiding learners' attention, retention & skills transfer. She also offers professional coaching & mentoring, and is asked to do so frequently for individuals who need special attention with things like leadership skills, presentation delivery, general business communication or credibility & confidence.

She has studied **Performance Coaching for Business** with **Newcastle University**, and **Coaching & Mentoring** with **Bath University in Swindon.** She has also been a volunteer mentor for their Women into Enterprise Scheme. In 2010 she added **ILM level 5 in Coaching & Mentoring** to her coaching qualifications and hopes to be training the qualification programme very soon. She is also a **High Growth Business Coach** for **Business South West's 'Solutions for Business' Programme.**

In the last 10 years, she has also added keynote speeches & seminar work to her portfolio with **NatWest & Lloyds TSB** inviting her to speak about "**Selling through Service**" to their Senior Business Managers at their monthly conferences as well as being the key note at SPATEX the annual 4 day mega event for the whole of the pool & spa industry 2 years in a row. She has been sponsored by **Barclays** and **Microsoft** as the featured speaker at several **Business Link** events, covering a whole range of business related topics.

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