



About Debbee Dale

Leading the way in human resources consultancy, training and development for business, Debbee Dale Development provides solutions that add a competitive edge to delivering quality service and meeting business objectives with the practicality of the working environment.

With passion and motivation underpinning all of her work, Debbee Dale's enthusiasm and ability is reflected in the results she achieves. Debbee Dale Development has assisted many companies in decreasing attrition and increasing sales and customer retention by helping them to develop better management practice in recruitment, structure, process, coaching/mentoring, training and general employee relations. She encourages employees to adopt skills that help achieve and exceed company expectations, which in turn increase job satisfaction, a sense of achievement and proactive self-evaluation. Supported by energy, innovation and motivation, employees ultimately gain more confidence in using their skills within the working environment.

Applying thorough and honest consultation, Debbee Dale takes the pain away from initial consultation, staff one-to-ones and project management. Investigation into the company's needs is always key to achieving results for business, and Debbee Dale Development delivers solutions to staff as an extension of the company professionally, positively and with clear outcomes.

Debbee Dale Development has delivered consultancy, learning and development and HR solutions as well as coaching in several commercial contexts. While she is best known in the travel, hospitality and tourism industry, her client base is expanding across the commercial sector, as Debbee's approach is highly relevant to any company seeking maximum return on investment. She has trained many companies in Europe, South Africa, Central and South East Asia, West Africa, and South America.

Debbee's customers include:

- British Airways
- The Travel Shop
- Sage UK
- PSA (Passenger Shipping Association)
- Bookatrip.com
- Hurtigruten
- Kosmar
- All Leisure Group
- Voyages of Discovery/Swan Hellenic
- Mundy Cruising
- The Network
- Zest Creative
- Grosvenor Systems Ltd
- CCT
- Petchey Travel
- Gates and Partners
- TIPTO
- The Cruise Specialists
- ABTA
- Many SME's within travel, tourism and hospitality

- The Travel Shop
- Utell International/Pegasus Solutions
- Virgin Holidays
- ACE (Association of Cruise Experts)
- Norwegian Cruise Line
- Midland Coop
- British Travel Awards
- The Cruise Portfolio
- Action for Blind People/ RNIB
- Qantas
- Oddbins
- BMI Publications/ Travel Uni
- AA Appointments
- Various Independent Estate Agents
- Lingo communications
- Entertainment Rights
- The Dorchester Collection
- 1st 4 Cruising
- Bailbrook House Hotel
- MMS
- Menzies Aviation

Debbee Dale has designed award-winning on line training solutions for ACE (Association of Cruise Experts), Norwegian Cruise Lines, and Hurtigruten.

In addition, Debbee Dale is a mentor for various businesses and universities as well as a board member of the Association of Women Travel Executives (AWTE) and a member of the Chartered Institute of Personnel and Development (CIPD), Recruitment and Employment Confederation (REC) and the Institute of Travel & Tourism (ITT) where she is Vice Chair of Education and Training. Debbee is also a member of the Women 1st Leadership Council who are part of the Sector Skills Council. A scholar of psychology, NLP (Neuro Linguistic Programming), accelerated learning and coaching Debbee also runs a Graduate Programme in partnership with the ITT, a free service to employers offering positions to Travel, Hospitality and Tourism graduates.

In 2010 Debbee Dale was awarded the Microbusiness of the Year award from SHINE People & Places and the AWTE Business Innovation Award. In 2011 Debbee Dale was named as one of the Travel, Tourism and Hospitality sectors top 100 most influential women.

To find out more about how Debbee Dale Development can help you and your business though consultancy, training, development, coaching and mentoring: Email <u>dd@debbeedale.com</u> or call 07960 168 909.

HR, managing, leading, customer service, selling and negotiation, communication, training and coaching www.debbeedale.com