

Trainer profile – Beverley Dean



An experienced and dedicated actress, roleplayer, facilitator and trainer in communication skills, Beverley brings her expertise to the delivery of the 'GREAT Customer Service' suite of programmes.

'The single biggest problem in communication is the illusion that it has taken place'.

Drawing inspiration and developing her approach from this well known quote by George Bernard Shaw, Beverley aims to hone in on you as an individual – your personal attributes, knowledge, skills and experience – seeking to help you achieve the best of yourself in your work (and play),

for the benefit of you, your colleagues and your clients.

What makes you do the job you do?

What is your purpose?

Do you feel valued?

What do you find challenging?

What inspires you?

What are your aspirations?

These, and a whole host of other questions relevant to you, are integral to equipping you with the focus and skills you can draw upon to go forward.

As an actress in theatre, film and television, where getting to the heart of a character and realising their portrayal as truthful and believable is key, Beverley brings a creative dimension to her sessions. Whilst we might think that our communication is effective, Beverley will introduce you to a different approach, adopting techniques and skills from a virtual toolbox designed to give you a head start and a better outcome for you and for those you communicate with.

Training sessions are designed flexibly so that they're relevant and appropriate for a specific business/industry, and tailored to meet the requirements and needs of the client.

Having originally trained and developed skills with the authors of the Calgary-Cambridge Guide (Silverman, Draper) Beverley has worked extensively with this method in the medical sector, in preparing medical students, doctors and surgeons for exams, in group settings and one-to-one. She subsequently diversified into the veterinary industry, working with vet practices and veterinary students, including supporting and advising the Cambridge Vet School on the development of its examination structure for communication skills. Beverley's interest in the veterinary world, led her to become involved with StreetVet, a charity supporting animals of the homeless.

In recent years Beverley has specialised in working with End of Life/Palliative Care professionals. This has led to work with the Ruth Strauss Foundation and the Anthony Nolan Trust.

Other experience includes:

- Roleplay for schools as part of their formal interview process in selection and recruitment
- Working with children and with Child Protection Services (DBS Certificate)
- Customer Experience training for Cambridgeshire County Council

Feedback and testimonials

'Her work in all situations is rated as excellent with participant evaluations indicating a high level of satisfaction with her ability to lead the group and promote learning. It is evident from this feedback that Beverley forms effective relationships with participants, being responsive to differing learning needs dependent on their individual ability and needs.' **Sandra Winterburn**, MSc Health Science, PGCert, Academic lead for Consultation skills, Norwich Medical School, Co-chair of the teaching subcommittee, International Association of Communication in Healthcare (EACH), Senior Fellow Higher Education Academy

'Beverley delivered Customer Experience Training for our team with a few tweaks to personalise it to the way we work. I met with Beverley a few times before the session where we went through her presentation and adapted it to suit the audience. She took on board all of my feedback and was able to understand how our team worked and applied this throughout the session. The group warmed to her instantly and she put them at ease with an ice breaker. They all thoroughly enjoyed the session with the group exercises in particular. We have since discussed the session and looked at ways that we can apply what they learnt and have a new perspective on how to support our customers. I would recommend this training!' **Emma Parker**, Funding and Business Support Manager, Learning & Development Team, HR Services, Cambridgeshire County Council

'Beverley's knowledge and practical skills shone through, and her passion for engaging the audience and sharing her knowledge made working with her an absolute joy. We wanted to include a roleplay element within the session to really bring the subject to life. Beverley was able to use her experience to help us shape the scenarios, in order to make them as realistic as possible. The feedback I received from delegates that attended the session was amazing, with many commenting on how much they had learned from the communication session and roleplays.' **Caroline Burke**, BSC RVN, Weight Management Specialist, Royal Canin

'I just wanted to say thank you so much to Beverley Dean for the recent training she did at our GP Practice. Our wonderful reception staff work very hard and have an extremely challenging job meeting our patients' needs and expectations, which are often over and above what we are able to offer. We wanted to help our staff manage their workload and at the same time reinforce their absolute worth and how much they are valued. Beverley tailor-made a perfect session for the team which incorporated everything I requested. The feedback from the team was excellent. They found the session with Beverley so helpful and empowering. Thank you Beverley!' **Lorna Davitt**, Practice Manager, Medici Medical Practice, Luton

'Thank you so much again for last week. It was a great success according to the team; they had lots of helpful takeaways from it and found it gave them a fresh perspective on how to approach / resolve issues.'

Beverley's acting experience includes:

- Eskimo Day (TV Drama, BBC)
- Bookmark (TV Drama/Doc feature, BBC)
- All Blacks (Social Media Promo film, Air New Zealand)
- The Power of Three (Panacea Museum experience, Full House Theatre Company)
- Pack of Lies (Play, Theatre Royal Margate)
- Shirley Valentine (Play, Mumford Theatre Cambridge)
- Talking Heads, A Bed Among the Lentils (Play, Michael Friend Productions)
- Off the Coast (Short film, Hastings Infinity Films)
- Aviatrix (Short film, Little Victories Films)
- Hard Edges (Feature film, Magnetar Pictures Ltd)
- Fen Market (Radio soap drama series, BBC Radio Cambridgeshire)

Beverley is based in Cambridgeshire and works across the UK and internationally. Having lived in Belgium for a period, she is fluent in French.