

Peta Sweet

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Profile

Freelance consultant specialising in communication skills development, coaching and facilitation. Drawing on over 15 years of senior level experience as a solicitor, journalist, charity director, company director and consultant working across all three sectors. Facilitative, creative and consensual style, based on generating and maintaining strong partnerships to deliver tangible and innovative results for individuals and the organisations they work within.

Through my consultancy, Sweetie, I aim to make a positive difference to the people and organisations I work with. I thrive in environments where people work with integrity and care passionately about what they do, those they work with and their wider impact and see individual development as core to success.

Areas of Expertise

Communication skills development

- Devised and led a campaign and skills programme to implement change in employees' lives within **Corporate Culture**, leading communications and CSR agency, resulting in greater employee satisfaction and increased productivity
- Worked with the executive team of **resolution**, the national organisation representing family lawyers, to develop individual presentation skills, resulting in increased confidence and ability to make effective presentations relevant to individual board members
- Designed and presented a breadth of communication skills training programmes for lawyers at all levels across a range of law firms as a director then consultant with **fresh** professional development, including presentation, networking and writing skills
- Part of a team developing a new experiential senior leadership development programme for senior leaders in London (The KNOW) as an associate working with the national charity

Common Purpose

Coaching

I work as a coach with individuals in various environments, including law firms, not-for-profit agencies and public sector bodies, in particular building on individual strengths and expertise. For example:

- Effective coaching of members in teams I have led: as a consultant at the **Legal Services Commission (LSC)** I coached the London planning and partnership team of 17 through organisational change to ensure more effective co-working and communication and ultimate delivery of key corporate targets. At **Corporate Culture** I coached members of my team to achieve key targets
- I coach individuals through **sweetie** on an on-going basis to help them in attaining specific results, for example communication skills development as follow up to specific training for individuals needing additional one-to-one support or support for particular objectives (key client presentations, conferences etc)

Facilitation

I work as a facilitator with groups in a range of organisations, including law firms, not-for-profit agencies and public sector bodies, in particular supporting and encouraging innovative and creative thinking among groups. For example:

- Facilitation of a trustee strategy awayday for the national charity **Fair Trials Abroad**, to uncover new thinking and develop a clearer focus in moving forward strategically
- Facilitation of workshops for focus groups of councillors for a social research project under taken by **The Young Foundation** looking at the role of councillors across the UK
- Regular facilitation of meetings to review key issues and engage stakeholders as a consultant with the **LSC**
- Co-facilitation of experiential leadership one day programme for refugee leaders in Camden as an associate with **Common Purpose**

Relationship management

- I managed key client relationships as a consultant with **Corporate Culture**. Including development of a communications and marketing strategy for OGC Buying Solutions (Government procurement agency) and overseeing bids and presentations for new clients including London Development Agency and Volunteering England.
- Managed external stakeholder relationships with **LSC** funded organisations and relevant network groups across London as interim manager of the Planning and Partnership team. Created effective on-going partnerships in delivering more focussed civil legal aid services to Londoners
- Facilitated and managed effective working relationships with all stakeholders as **Solicitors Pro Bono Group** Director, including members (individuals and law firms), volunteers, media, government, key networks and other influencers.

Career Summary

June 2004 –	Freelance consultant specialising in the development of communication skills, coaching and facilitation. Clients include: fresh professional development, National Consumer Council, Legal Services Commission, Corporate Culture, Young Foundation, Common Purpose, Fair Trials Abroad, Resolution
2000 – 2004	Director, fresh professional development ltd award-winning provider of professional development for lawyers, working with the top 100 UK and international law firms. Responsible for overall strategic development and specifically the development of all communication skills and coaching programmes
1997 – 2000	Director, Solicitors Pro Bono Group Founding Director responsible for establishing, launching and leading this national campaigning charity
1995 – 1997	Freelance legal journalist, public relations expert and copywriter Writing for The Lawyer, Legal Times and the Solicitors Journal. Advising and writing for clients including City law firms and specialist legal groups
1995 – 1995	Reporter, Legal Times
1994 – 1995	Solicitor (Employment law), Thomas Eggar
1992 – 1994	Trainee Solicitor, Thomas Eggar Verrall Bowles
1987 – 1991	'A' level Law examiner, Oxford University Examinations Board; Visiting lecturer in Law, Oxford Polytechnic; Legal Editor, Sweet & Maxwell Ltd

Voluntary/public service commitments

January 2000 – January 2006	Legal Services Consultative Panel Member Appointed by the Lord Chancellor to this DCA committee with responsibility for regulation of the legal services sector across England and Wales.
July 2000 – February 2005	Law For All Trustee Serving as a director and trustee of this London based charity, which provides non-profit legal services to those in need within the London Borough of Ealing.
September 2002 – February 2005	London Region Legal Services Committee Member Appointed by the Legal Services Commission to oversee delivery of civil legal aid budget in London (approximately £30million)
April 2002 – July 2004	Eastbourne Community Mediation Service Volunteer Mediator

Education/Training

2003	Intensive Training Programme, Results Coaching
1991 - 1992	Law Society Finals, College of Law Guildford
1989 - 1991	LLM, University College London
1984 - 1987	2:1 BA (Hons) Law and English Literature, Oxford Polytechnic

Various training courses, including: mediation skills, negotiation skills, facilitation skills, creative coaching