

Eleanor Tweddell

Consultant | Facilitator | Coach



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etc Communications and change consultancy

Communications | Change | Rethinking work

Communication and change strategy/programme development including culture and values

Communication and change coaching and mentoring

Speaker: Key note 'Rethink Change'

Clients include

 BAFTA

Comms transformation Lead

Supporting the transformation programme including, culture and values

 Channel 4

Communications and change Lead

Development of internal communications strategy, CEO / leadership communication and communication programme for digital transformation.

 Trinity Mirror


Communications and change Lead

Development of internal communications strategy, CEO / leadership communication and communication programme for digital transformation.

 HARVEY NICHOLS

Outplacement and coaching

Supporting their 2020 redundancy programme for retail and head office employees.

 ANGLO AMERICAN

Change Lead

Supporting their change programme, specifically for leadership safety campaign and social performance work



Podcast Host

Another Door - sharing stories of when a door closes, and the opportunity the next door opening



Author

Why losing your job could be the best thing that ever happened to you published by Penguin Random House 2020

Founder

 Another Door 2016

Supporting individuals, teams and organisations to see change as opportunity



Rethink Work magazine 2023

Showcasing diverse thought experts who help organisations to think differently about work



Recommended 2023

A platform where organisations find diverse experts, and support experts to be seen and heard



A Good Ramble 2020

A 3 day walking retreat in the Lake District

Curriculum Vitae

Career Portfolio

- **(Interim) Head of Communications and Customer Engagement, Bristol Water-** June 2017 – July 2018 Covering two roles, Head of Communications and Head of Customer Engagement this contract included responsibility for customer services, social media, press relations, brand marketing and internal communications.
- **Senior Manager, Future Talent, Onboarding and Leadership Development, Vodafone UK** June 2015 – April 2017 This role involved leading a diverse, dynamic team who deliver complex development programmes. It included leading the graduate and apprentice programme, leadership development, onboarding new employees and the Movement to Work scheme with the Prince's Trust.
- **Head of Internal Communications, Vodafone UK** July 2013 – June 2015 Approached by Vodafone to develop the internal communications strategy and supporting merger and transformation programme.
- **Head of Internal Communications, Virgin Atlantic** July 2008 – July 2013 This was a vibrant, varied, colourful role reporting to the CEO; this role included coaching the executive team, preparing communication plans to support the airline growth strategy and supporting Sir Richard Branson communications.
- **Head of Communications, RAC, Norwich Union** January 2005 – May 2008 Reporting to the MD this role included creating integration plans, news updates and events to keep colleagues engaged and informed during the Norwich Union/RAC acquisition
- **Communications & Change Manager, Brewers Fayre and Travel Inn, Whitbread** Feb 2001 – Jan 2005 This role was focused around delivering a great customer experience and supporting 400 locations.
- **Service Quality and Change Manager, Costa Coffee** Sept 1997 – Oct 1999 Joined to develop the sales team and evolved my role to become responsible for the service quality programme, retail and sales.



Qualifications and training

BA Hons Business, Marketing and Japanese
University of Bedfordshire 1991

Coaching Diploma

Optimus Academy 2020

Time to Think Foundation

Nancy Kline Academy 2022

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Featured media includes

BBC World Service

Wired magazine

The Guardian

Grazia

The Telegraph

Mind Valley Podcast