



Lucy
Philip (CEO)

About Purposefully Blended

Purposefully Blended is a boutique Learning and Development Consultancy that blends learning design expertise with high-impact leadership practices to drive transformational change in both organisations and individuals. Over the last decade the company has established a strong reputation for helping global organisations through tailored programmes that incorporate formal, informal and mentoring coaching approaches to learning.

Our Founder

Purposefully Blended CEO Lucy Philip is an accredited Insights Discovery and Engage Practitioner, Master NLP practitioner, ICF certified coach, as well as being certified in Motivational Maps and Positive Intelligence. She is experienced in working 1:1 right through to delivering global keynote talks for large audiences. Alongside her learning and training expertise, Lucy has also held several senior leadership roles within global organisations, giving her unique insights into effective leadership without specific authority and stakeholder engagement and management.

Who We Support

We support and develop leaders at all levels to develop the confidence and skills around: Positive Intelligence (Strength of Mind), Emotional Intelligence (Depth of Heart) and Intrinsic Motivation (Purpose and Drive).

We also support and develop Internal Learning/ Training roles through: Learning design consultancy (an extra pair of expert hands), role specific skills development using our unique IMPACT™ system, coaching and mentoring packages.

Our Approach to Learning Design

We have a unique approach to learning that uses modern learning techniques to blend the right mix of methodology to achieve the desired behaviour change. We like to make learning fun and ensure it is embedded through a defined follow up plan. Our suite of diagnostic tools compliment and enhance our work, and we tailor them to the needs of the participants, the desired outcomes and the budget available.

Our Services

1:1 Coaching / Mentoring Services

All of our Associate coaches are certified by the ICF, and we match the needs of the leader to the most suitable coach available.
Where needed, we integrate our suite of diagnostic tools to enhance the speed and depth of the transformation.

Leadership Development

People are often promoted into leadership roles with strong subject matter expertise, we specialise in supporting them with the additional skills they need to thrive:
Strength of Mind, through Positive Intelligence methodology and learning to understand themselves better.
Depth of Heart, by developing and leaning into a coaching approach that leads with empathy and compassion.
Fire and Purpose, by understanding their own intrinsic motivation and that of their teams and utilising this to inspire.
We integrate diagnostic tools and ap based, daily habit formation technology to enhance and maximise the transformation.

Learning Design Support

There are times when you need an extra pair of expert hands or some fresh ideas. Through our consultancy work we support internal teams to develop high-quality, impactful learning content that can be owned and replicated by them. We offer 'train the trainer' options to ensure that the impact is consistent and the integrity of the learning design maintained.
This is an extremely cost effective way of bringing fresh ideas and content with no ongoing external cost for delivery.

Team Development

We work with teams to support them to understand themselves better, understand others and adapt their style to work more effectively together. Some of the specific topics we explore are:

- Enhancing Communication
- Psychological Safety
- Understanding and Transforming Motivation
- Thriving through Change

Insights Discovery and Motivational Maps are our Diagnostic Tools of choice for working with teams

Internal Training / Learning Partners

We recognise that this is a very specialist role with great potential to positively impact at scale with the right specialist skill development. It's not enough to be a good facilitator; there are many other skills needed to be an impact maker and partner at a strategic level within the organisation.
We offer tailored support using the bespoke methodology of our IMPACT™ system. This develops the confidence and skills around Influence, Measurement, Partnership, Alignment, Coaching and Transformation and is our 'secret sauce' for enhancing the impact of this role and ensuring they are seen as valued members of the strategic team.

“ I have been working with Lucy most recently to support the development of the coaching skills of our first line sales leaders. Lucy takes time to really understand the needs of the learners and works in partnership to define the outcomes we are aiming for. Her solutions are creative and engaging, all supported by her excellent facilitation skills. She demonstrates flexibility and a laser focus on engaging the learners and achieving the defined outcomes. I would highly recommend Lucy for her L&D expertise, excellent facilitation and coaching skills and her great partnership working. I look forward to working with Lucy on future projects. ”

- Cheryl Lawrence-Tarr, Head of Commercial Excellence at Animalcare Group