



Julie Beedon - Profile

Career Background

- Women's Royal Naval Service
- MOD Procurement (AUWE Portland)
- GEC Marconi
- Audits of Great Britain
- Regional Quality Co-ordinator and Strategic Planner for West Midlands Employment Service
- Company director and co-founder of VISTA for 18 years
- Member of The NTL Institute of Applied Behavioural Science and on the Faculty of the UK OD Certificate Programme
- Founding Board Member of European Organisation Design Forum
- UK Hub Director Polarity Partnerships
- Co Author of Meetings By Design and You Don't Have to Do It Alone (Berret Koehler) and contributing author to Managing Change in the New Public Sector Longmans and The Handbook of Large Group Methods Jossey Bass.



Organisation Development and Design Consultancy Experience

- Established VISTA in 1995, gaining extensive experience of organisational design and development with clients ranging from global organisations to local communities. The VISTA particular niche is in highly engaging change processes which combine the speed and power of large group interventions with a comprehensive range of change tools to enable strategy implementation, merger, team building, and organisational redesign and change programme to go smoothly.
- A key competence is in the co-creation, with clients, of processes which bring together a 'critical mass' of an organisation or community and its key stakeholders to produce vision, energy and commitment to create faster system-wide change. This approach has proven effective in developing new ways of doing business which engage people in working together on innovations and improvements produce tangible results whilst reducing costs and improving the quality of working life.

Example client projects

- **Avon Cosmetics** - strategy development and participative organisational redesign, current project strategy and leadership development leading to engagement of 500 people. Worked in the UK for many years as well as design and facilitation of the new West and Middle East organisation. Used numerous approaches including Search, Service Model redesign and 'Have Your Say' staff engagement sessions.
- **AkzoNobel** - support to their diversity strategy including large group event and high engagement sessions
- **BP** – supporting the Helios award participants tell the story of their projects, design and facilitate decision-making on Global Learning Centre and the Challenger (graduate) strategy review.
- **British Council** – Global Strategy Conference for 'Connecting Futures' project. Weeklong event with 100 participants from around the world - complex issues, learning history, multiple stakeholders.
- **Cabinet Office / Civil Service** – range of events from 150 to 600 people from 63 different Departments structured around Civil Service Reform. These events used several large group processes. Worked with the Head of the Civil Service/ Cabinet Secretary. Specific work with leaders around Top, Middle and Bottom space in organisations, for example, with the DTI.
- **GCHQ** – engagement of 3,500 people across 13 events in the Blue Print for the future. Training and Development strategy and understanding diversity in the organisation.
- **Mars/Masterfoods** - large range of projects over 8 years including European R&D Team annual conferences and P&O team development – various events throughout the world ranging from 40 to 150+ people.
- **NHS Primary Care Trusts** including Birmingham East and North, Solihull Care Trust, North Staffs – organisational design for merging trusts, strategy development including stakeholder participation events with 400+, management team development, locality formation, service redesign and learning reviews. Highly political environments.
- **Parliament of World Religions** – global conference - training for facilitators
- **Shell** – range of conferences including Pan-Arctic Integration, Group Leadership Meeting over several years