

“developing individuals and teams for enhanced commercial performance”

Beyond The Leading Edge is a specialist consultancy dedicated to helping organisations enhance their commercial performance by developing one of their most valuable assets – their people. The most innovative strategies, processes, and technology are only as effective as the people operating and implementing them and that’s where we come in. We work with you to build on your current successes and will design and deliver bespoke executive, leadership and team development programmes to create a collaborative performance culture and keep your organisation at the leading edge.

The result is a happier, more effective workforce driving the business and its' employees in a positive strategic direction, inspiring people into effect action, and yielding dramatic positive changes in both corporate culture and bottom-line results.

Our Services

- **Executive & Leadership Coaching**

One to One Coaching performance coaching for leaders, executives and senior managers.

- **Leadership Development**

Designing and delivering training programmes to develop leadership skills; including using Outward Bounds and Physical & Experiential Learning techniques.

- **Team Development Coaching**

Developing Team Relationships, Enhancing Team Connection and Team Performance; including using Outward Bounds and Physical & Experiential Learning techniques.

- **Facilitation & Training**

Goal Setting, Enhancing Client/Customer Focus, Vision and Values, Project Planning and New Initiative Think Tanks, Embedding Culture Change, Embedding New Skills.

- **Coaching Skills Training - Training managers / executives in fundamental coaching skills for use in the workplace.**

- **Corporate Wellness**

Developing a corporate wellness policy, corporate coaching for optimum health & performance, on-site facility design, staff training and development, health promotion, seminars & workshops.

"The team coaching workshop achieved a lot in the day we'd allowed for it. We successfully appraised the team rather than the individuals within it, making good use of the quantitative feedback from the questionnaire. This highlighted the interdependencies that existed, broke down communication barriers and led to us articulating our team goal and how to work better towards it.

We were surprised at how much energy we had (and wanted) to put in to the day, yet still we came away energised and have seen long lasting impacts in the way we operate as a team. We got so much from the day because all members of the team opened themselves to the process- even though this was sometimes challenging or awkward. Thank you."

Steve Burden, Director Corporate Finance, Deloitte, London.

The Team



Kyle Newman

Kyle Newman BSc, Founder and Director of Beyond The Leading Edge

Kyle is a dynamic and highly trained coach and a specialist in designing and delivering training and development programmes to enhance human performance, management and leadership skills, and team performance. Kyle specialises in working with senior leaders, boards and high performing teams and he holds a successful track record working with clients from many top level organisations.

Kyle is a born leader and has been helping people improve their performance in a multitude of different areas for over 16 years. His reputation is based upon supporting clients through change by working with them rather than 'doing it to them'. He is highly perceptive and has a unique ability to see straight through to the core of any situation and create a powerful environment for change and forward movement.

Backing up these talents, Kyle has a wealth of professional training, including both the individual Co-Active Coaching and Organisational Systems Coaching programmes from the prestigious Coaches Training Institute along with their cutting edge Co-Active Leadership programme. He also brings over 6 years of corporate experience in accounting and finance. In addition to his coaching training and corporate experience, Kyle is also a leading health and fitness specialist, with a BSc (Hons) Degree in Exercise Science. This expertise gives Kyle an edge to bring to his clients as he helps executives and leaders to develop the health and energy needed to perform at the highest levels.

Kyle is outgoing and dynamic and his talent for working with people and high level of professional training, combined with his sense of fun and direct approach, mean that he consistently delivers powerful learning and outstanding results.

"Kyle's coaching has helped me substantially improve my leadership skills which has had a profound impact in improving the performance of my team." Bernie Rayman, Emerging Markets, Merrill Lynch



Martha Cuffy

Martha Cuffy MBA, Senior Associate

Martha is a multi-lingual coach, and facilitator who is passionate about using innovative technology, be it electronic, human or ancient, to assist the process of profound sustainable change on an organisational, financial and personal level whilst enabling clients to retain their sense of dignity and humour.

She gained management and consulting experience in technology start-ups, Deloitte Corporate Finance and public sectors in a challenging international context. She has worked successfully at director level in fast-moving creative entrepreneurial environments in the US and Europe, and was a former Trustee Director for one of the largest member yoga centres in Europe.

Martha is known and appreciated for her playfulness, candour and inspiring confidence. She inspires boldness and left of field thinking. Her depth of perception and powerful insights shift leaders and teams to new levels of working in a safe environment. Some of her personal passions include singing at the slightest provocation, yoga and hiking in nature.

Her training has been unorthodox. It spans from gaining an MBA with distinction to spending 2 years doing a Masters in Yoga Psychology in India. Her ICF accredited coach training includes Coaching and Organisational Relationship Systems programmes from the prestigious Coaches Training Institute along with the Co-Active Leadership programme.

"Through using Martha's focus activities ... helped me to think with absolute clarity and confidence." Victoria Pilkington, Change Manager, Group Operations, Lloyds TSB Bank.



Sarah Matthews

Sarah Matthews, Senior Associate

Sarah's strengths lie in her ability to create an open developmental climate, even in challenging situations. She always wants the best for her clients. Listening deeply and compassionately, she is able to analyse a situation balancing objectivity with empathy. Client's value her calm approach, together with her ability to inspire and connect with people at all levels. She possesses tenacity and a depth of vision that serves to bring clarity to many different emotional and leadership challenges.

Sarah works with individuals and teams to effect real change in their business and personal lives. Through a collaborative process that is both analytical and intuitive, she enables clients to thrive in their present situation, while also developing their ability to handle future challenges. Specifically, she works with clients to expand personal leadership by increasing insight, creativity, communication skills, resourcefulness and accountability.

Sarah obtained her BA from GMIT, Ireland. In addition, she has earned her coaching certification through the rigorous Coaches Training Institute, is an authorized facilitator for the Stellar Team Diagnostic Process, and is a member of the International Coach Federation. Sarah has further extensive training in the areas of team and relationship coaching and leadership, attending the 'Co-Active Leadership' programme and completing the 'Organisational & Relationship Systems Coaching' programme from the Center for Right Relationship. She is a certified coach and member of The Leadership Circle – providing transformative leadership development opportunities for her clients.

Having held senior management positions at both the Hilton Hotel Group and Legal and General, Sarah now works with clients ranging from executives at FTSE 500 companies to small business owners, and has helped many people get the most out of their businesses and their lives.



Danusia Malina-Derben

Danusia Malina-Derben, Senior Associate

Danusia's deep commitment to helping individuals and organizations realise their highest leadership potential has been her red-hot passion for more than fifteen years. During this time she has been an academic, consultant, speaker, author and workshop leader in the field of organizational and personal development.

Just one forum for spreading her message 'that everyone is a leader' has been within UK university business schools where she built an international academic career as an organizational behaviour and development specialist. As a business writer she holds a prominent publication record of more than 30 international articles and book chapters, and remains one of a select few in the UK to secure publication in the prestigious US based, Academy of Management Journal.

Since releasing herself from professorial pursuits, she's worked exclusively with board-level executives operating across Europe and North America. A trailblazer in the UK coaching context she was awarded professional certification as a co-active coach by the Coaches Training Institute in 2002. As ex-Board member of the International Coach Federation, Danusia has been extensively trained in coaching, trains and supervises coaches and in-company leaders to coach.

Danusia is at her best delivering leadership development and coaching initiatives where senior managers find her dynamic style infectious and her vision compels them to explore and find even more of themselves as leaders. Her down to earth approach to life and blended coaching and consulting style means she works well with executives hungry for change, innovation and tangible action.

An active player on the international speaking circuit her engagements recently have included speaking alongside the Rt Hon Jacqui Smith, Politician; Germaine Greer, at the Oxford Union; for the BBC, at the Edinburgh Film and TV Festival and at the Women's International Networking Conference in Geneva. Danusia's training sizzles with life, warmth and humour. While clients enjoy interventions, they barely notice that she is also tickling their grey cells with dynamic and memorable learning that blends business insights with life lessons.

Clients of Beyond The Leading Edge and its associates include:

- Merrill Lynch
- BP
- Ernst & Young LLP
- Riddle International
- Deloitte Corporate Finance
- Kingsley & Napley
- Lloyds TSB Bank
- SKY
- AXA Insurance
- N-Power
- Carlton Ritz Hotels
- AIG Private Bank
- BBC
- Accenture
- Standard Bank
- Meyers Norris Penny LLP
- UBS
- Price Waterhouse Coopers
- DLA Piper LLP
- O2
- CPS (Crown Prosecution Service)
- Schillings
- Tudor Capital
- Legal & General
- Coca Cola
- Yves Rochers
- Nuffield Hospitals
- Sainsbury plc
- Deloitte & Touche

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