

Cheryl Bass

BEHAVIOURAL & BUSINESS STRATEGIST ✦ LEAD CONSULTANT ✦ MENTOR ✦ TRAINER

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Working together is a powerful, transformative partnership, designed to unlock the full potential of you, your business and the heroes you serve.

As your behavioural and business strategist, I work on both sides of your success: the strategy, systems and structures of your business, and the beliefs, behaviours and patterns of the people leading it. Expect unwavering support, incisive insight and the kind of challenge that shifts perspectives and drives real results. No generic strategies. Your vision, your challenges, your ambitions, and a clear, actionable path to realise them.

Executive Profile

Behavioural and business strategist with 36 years' experience building fast-growth organisations, their founders and their people. I design and implement transformational behavioural and business strategy for entrepreneurs, executive teams and organisations, through consultancy, executive mentoring, and leadership and organisational development.

A business can only grow as far as the people leading it. I analyse the human potential and behavioural patterns that drive performance, then align vision, values, culture and key performance targets with strategic results and the operational systems that secure financial success.

My work unites behavioural science and deep psychological insight with hard-won commercial expertise, creating aligned, high-performing teams and the smooth-running organisations behind them.

An award-winning entrepreneur and highly qualified business and HR professional, I have enabled thousands of executives and business owners to break through barriers, scale with confidence and lead with authenticity, across global brands and the private, public and charitable sectors.

Twice named one of Cosmopolitan's 100 Brilliant Women in Britain and Speaker & Trainer of the Year, I combine leading-edge strategy with people-focused results that last.

My mission: *to unlock human potential and shape resilient, future-ready businesses and leaders.*

Career Highlights

- **Finance Wales (10 years):** mentored CEOs and executives through high-growth start-up and scale-up, securing grants and finance and partnering with founding teams to realise their vision, values, culture and KPIs, and to build the infrastructure and systems that sustain growth.
- **Venture Wales (15 years):** mentored the entrepreneurial founders of fast-growth SMEs.
- **Mencap Wales (3 years):** developed learning programmes for young adults with profound learning disabilities, and latterly served as Fundraising Director for Wales.
- **Global brands:** mentored senior executives and their teams at the BBC, GEES, Ford, Alberta Calver, Kraft Foods, Crabtree & Evelyn, Penn Pharmaceuticals and Patchwork Traditional Foods.
- **Healthcare:** led restructuring programmes across NHS and private hospitals and surgeries throughout South Wales, driving people development and performance improvement.
- **Innovation:** established a Finance Wales and Newport University spinout innovation incubation centre.
- **Executive coaching:** designed and delivered bespoke executive coaching and mindset mentoring programmes for leaders across sectors.
- **Leadership programmes:** designed and delivered ILM-accredited leadership programmes at Levels 3, 4, 5 and 7.

- **I AM WOMAN:** established an Institute of Leadership-approved centre uniting academic rigour with entrepreneurial practice.

Core Expertise

BEHAVIOURAL STRATEGY

- Fast-growth business behavioural analysis
- Entrepreneurial mindset development
- Executive fast-growth business mentoring
- Culture & organisational change
- Creating smooth-running teams
- People development, performance management & wellbeing
- Managing difficult people: mentoring & training

BUSINESS STRATEGY

- Fast-growth business strategy development
- Sales & marketing strategy development
- Brand building & customer journey analysis
- Developing franchising & licensing businesses
- Leadership skills & systems coaching
- Business & people troubleshooting
- Train the trainer

Qualifications

- **MA in Entrepreneurship, Distinction** — Durham University (2000)
- **MSc in Management** — University of South Wales
- **CIPD Graduate & Full Member** — University of South Wales (since 1996)
- **Fellow, Institute of Leadership** (current)
- **RTT® Clinical Hypnotherapist & Rapid Transformational Therapist** — Marisa Peer Method® (2022–present)
- **Neuro-Linguistic Programming (NLP) Master Practitioner & Trainer's Trainer** (1997–2000)
- **Transactional Analysis Organisational Therapist** (since 1997)
- **Reiki Master**

Awards & Recognition

- **Durham University Dissertation of the Year Award** (2000) for Breaking into a New Field of Entrepreneurial Personality Research
- **Cosmopolitan 100 Brilliant Women in Britain** (1993 & 1994)
- **Top 100 Women in Business in Wales**
- **Speaker & Trainer of the Year** — Women Inspiring Women Awards, NEC Birmingham (2012)
- **Investors in People Gold Award** (2015)

Early Pioneering Roles

- Founded one of the first women's enterprise centres in the UK (1993), securing substantial European funding and shaping the first Women's Initiative Group in Wales.
- Established a Finance Wales and Newport University spinout innovation incubation centre (1999–2002).
- Introduced best-practice models from Harvard, Babson and MIT at Newport University.
- Researched and delivered creative innovation toolkits to help microbusinesses scale sustainably.

Speaking, Thought Leadership & Publications

- Keynote speaker on entrepreneurship, business behavioural architecture and the impact of childhood development upon our entrepreneurial mindset.
- Author of *Once Upon a Time: How Our Childhood Impacts upon Our Entrepreneurial Posture* (available on Amazon) and six other currently available titles.
- Regular contributor to panels, workshops and conferences on entrepreneurship, leadership and mindset-informed business growth.