

# Liz Firmstone

BA (Hons), CIPFA, AMAC

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## PROFILE

### KEY SKILLS AND ATTRIBUTES

Financial Management  
Coaching and Mentoring  
Strengths coaching  
Culture Change  
Strategy and Change Management  
Organisational Development  
Performance Management  
Project and Risk Management  
Stakeholder Engagement and Communication

### PROFESSIONAL QUALIFICATIONS AND MEMBERSHIPS

Chartered Institute of Public Finance & Accountancy  
ILM Executive Coach & Leadership Mentor Level 7  
Associate Member of Association for Coaching  
Coaching Supervision Facilitator  
Strengthscope Accredited Assessor  
NLP Practitioner

## EDUCATION

**University of Wolverhampton** – Chartered Institute of Public Finance & Accountancy

**University of Leeds** – BA (Hons) English 2(i)

**Coventry School – Bablake** – A-Levels in Economics, French, English & General Studies.  
10 O-levels including English & Maths.

## CAREER SUMMARY

### **Associate, ELA Development Ltd**

Leadership and organisational development that delivers real change.

#### STRATEGIC FINANCE MANAGER, WARWICKSHIRE COUNTY COUNCIL

As a member of the Finance Management Team, I am responsible for leading the delivery and development of the service, and management of financial risk across the organisation.

I advise leadership teams on strategic, policy and tactical issues across a wide range of customer facing services including Transport & Highways, Economic Development, Education & Learning, Fire and Rescue and Public Health. Key areas of advice include: major change programmes, capital projects, large-scale procurement and contracting, outsourcing of services, delivery of £multi-million savings programmes.

As chair of the Finance Training Board, I lead on the development of financial literacy and accountability for managers at all levels, and ensure that staff within the Finance service have all of the professional, technical, management and behavioural skills and qualities needed to deliver a first class service to customers. This includes working with third-party

providers to design and develop bespoke training or interventions for the target group, e.g. financial management e-learning for managers; managing personal resilience for finance staff; toolkit for developing deliverable long-term savings plans; finance trainee networking and support events; stakeholder engagement roadshow to inform the redesign of finance services.

#### EXECUTIVE COACH, LEADERSHIP MENTOR & COACHING SUPERVISION FACILITATOR

A qualified Executive Coach and Leadership Mentor (ILM Level 7) and Coaching Supervision Facilitator, I deliver coaching to clients across the region via the West Midlands Employers Coaching and Mentoring Pool. I also facilitate coaching supervision and CPD within the Pool.

My approach is to help clients to find their own real-life, practical solutions, starting by making sure they are clear about the goals they want to achieve, then helping them to harness the personal qualities that energise them, and the strengths of others, to deliver exceptional results. I am particularly keen to support people to make their changes sustainable.

The range of client topics I have worked with includes:

- Formulation of strategy for managing demands on services
  - Transitioning a management team to a new purpose, structure, roles and responsibilities
- Development of collaborative relationships with external partners
  - Establishing innovative plans for reducing costs while maintaining and improving service quality
  - Creating better resilience across the organisation by using resources and developing people's skills more effectively
  - Career coaching to improve morale, motivation, performance and job satisfaction

Client organisations include: NHS, West Midlands Pension Fund Gloucestershire County Council, Oxfordshire County Council

#### RESOURCES MANAGER, WARWICKSHIRE COUNTY COUNCIL

2007 - 2012

Managing teams delivering finance and accountancy support, project and performance management, ICT support and customer & information services to a wide range of public services, including Transport & Highways, Waste Management, Economic Development and Regeneration, Planning & Environment.

As a member of the Directorate Leadership Team, provided strategic financial advice to deliver £multi-million change and savings programmes.

#### FINANCE MANAGER, WARWICK BUSINESS SCHOOL, UNIVERSITY OF WARWICK

1998 - 2000

Led a team providing financial advice and accountancy support to undergraduate, post-graduate, MBA and research programmes.

Implemented a programme of budget management and finance training for managers.

Managed the implementation of the SAP financial system within Warwick Business School.

GROUP ACCOUNTANT, COVENTRY CITY COUNCIL

1995 – 1998

Designed, developed, consulted on and implemented programme of finance training for manager across the organisation.

Managed a finance team providing finance and accounting support to Transport & Highways, Planning and Economic Development services.

PROJECT ACCOUNTANT, COVENTRY CITY COUNCIL

1993 – 1995

Supported management of the property portfolio and implementation of a new property strategy. Supported implementation of central government policy for compulsory competitive tendering of services.

TRAINEE ACCOUNTANT, COVENTRY CITY COUNCIL

1990 – 1993

Undertook a range of placements including accountancy support to the education Department, Internal Audit and Performance & Policy while studying for CIPFA professional accountancy qualification.