



Jude Elliman, Co-Managing Director, Sima UK Ltd.

For over twenty years, Jude has built a consulting practice in the UK and internationally. She has established the business creating a respected consultancy working with a wide variety of different clients. She is the Chair of Sima International's Executive Governing Board, a Partner and the Practice Leader for the International coaching side of the business.

Insightful, inspirational and impactful, Jude is trusted by her clients to help them during the most difficult and demanding times of their lives. She combines strong personal relationships with a solutions and action based approach. Highly regarded as an executive coach she has pioneered the application of the Sima process, in a number of demanding situations, creating a range of innovative programmes for specific markets – young people, college graduates, people in transition, first-time managers, emerging leaders and established leaders.

Jude has partnered with In-house HR and HC professionals to create tailored, development programmes for all levels of staff. She has long-term relationships with a number of FTSE 100: BT, BP, LloydsTSB, and PwC, plus a range of not for profit organisations, sector skills councils and small manufacturing companies. As an experienced and skilled facilitator of teams and groups, she is much sought after as the person to: help teams refocus their strategies, envisage new futures, resolve conflicts and enable them and their organizations to move forwards.

Jude brings a depth and width of personal experience, creativity and humour to any situation that she encounters. Her enjoyment of people, her love of learning and commercial focus, enable her to integrate many different perspectives.

She holds a first degree in Education coupled with extensive experience as a teacher and trainer. She has a post-graduate Diploma in Special Education from the Institute of Education, Cambridge. Jude is a qualified and extensively experienced Sima coach and trainer. She has also completed three and a half years, part-time, post-graduate training in Counselling and Psychotherapy, followed by a further three year's of study with 'Gestalt in Organisations' focussing on coaching and Gestalt consultancy. Jude is also a qualified Master NLP Practitioner and is currently continuing her professional development by studying for a part-time MSc at Ashridge Business School.