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Learning & Development
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Darren Broad – Testimonial

I have known and dealt with Darren Broad for something like a year now, in his role as trainer of our 'First Into Management' Programme. Having seen him deliver some of the programmes personally and heard much feedback from programme delegates – I have no doubt that he is a trainer / facilitator of quality.

I have no reason to doubt his integrity or professionalism – in fact I need to trust him implicitly as he delivers our FIM programmes – he represents First UK Bus to our people. These modular programmes that run over a number of months, are as much an exercise in positively managing a developing group of individuals as well as pure training delivery – not in the skill set of every individual.

In order to have been effective with our employees, it is vital for any individual to earn credibility through understanding what our business is striving to achieve – Darren appears to have done this with very positive results – delegate reaction to his personality, motivation skills and empathy has been universally positive. In itself a major achievement, as many of our employees on these programmes do arrive less than committed to being successful.

He has helped many employees, who have attended FIM, add even more value back in their workplace – where it matters most of all. It is now appropriate that he should look to add delivery of our 'Leadership Horizons' programme to his portfolio.

From my experience of Darren, I can only recommend the contribution he can make to an organisation through helping to 'light fires inside employees' through his attitude, skills and abilities.



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