

GenerationQ Core faculty

Peter Dudgeon

Peter's area of expertise is in organisational transformation, specialising primarily in the fields of Lean and Six Sigma. Before joining Ashridge, Peter Dudgeon consulted internationally for organisations such as Zurich Insurance, Her Majesty's Revenue and Customs, and the Cabinet Office. Prior to his consulting work, he was an operational manager for the Unipart Group of Companies.



He has a first degree in English Language and Literature, and has numerous business improvement qualifications including a Six Sigma Black Belt. His blend of process improvement and learning & development expertise has helped clients within and beyond the Health Service to develop their improvement capability.

Peter has a specific interest in promoting and developing the role that people engagement plays in successful transformation.

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Guy Lubitsh

Guy is a highly experienced Organisational Psychologist, facilitator and an Executive Coach. He has over 15 years' experience as an organisation consultant in a variety of health care environments including; Primary Care, Acute and Mental health, helping them to adapt and develop new strategies in response to emerging organisational challenges.



Current clients include: Novo Nordisk, BSKyB, Acergy, Haniel Group, Brady Corporation, Fujifilm/Sericol, World Health Organisation (WHO), International Red Cross (ICRC), BBC, British National Health Service (NHS).

His healthcare experience includes: member of faculty on Ashridge's Masters in Leadership (Quality Improvement) for the Health Foundation, leading the assessment and delivery of the Next Generation Directors Programme (NGD)/Aspiring Senior Leaders for top talent across London's SHA, design and delivery of the OD programme in support of Clinical Commissioning Groups.

In addition, he has coached a number of executives from both commissioner and provider organisations and specialises in assessment and development of inter disciplinary teams, to address team dynamics, clinical leadership and overall performance. Guy has set up and facilitated national networks for senior NHS leaders using Action Learning Sets.

Guy is an accredited mediator and executive coach. He holds British Psychological Society Level A and B certificates of competence in psychometric testing and regularly uses a range of 360 feedback instruments and psychometric tests. He has MSc degrees in Organisational Consulting and a Professional Doctorate in Occupational Psychology

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Brian Marshall

Brian joined Ashridge from his role as Head of Organization Development and Design for the British Civil Service. In this role he led a team of internal consultants from across all government departments and was involved in a broad range of leadership development programmes, Board facilitation, large group interventions and individual coaching. The aim of this work was to equip departments to work more efficiently through higher staff engagement and enable more effective policy creation and delivery. His clients have included the Ministry of Justice, the Home Office, Defra, the Department for Transport and many more.



Brian has worked with a range of clients in both private and public sectors globally, and has worked on change projects in sectors such as Telecommunications, Manufacturing, FMCG, and Health. He also has a background in Lean and Six Sigma, as well as other improvement methods.

Previously Brian was the Director of Strategy and OD for Unipart Group globally and had responsibility for looking at acquisitions and the overall direction of the business. He led a number of company-wide initiatives on Strategic Decision Making and Customer Engagement, supporting this with leadership development programmes.

His formative career was in General Management and logistics – with companies such as British Oxygen, Black and Decker and Exel (now part of DHL). He was MD of Unipart Technology Logistics and grew this business from a standing start to a highly profitable company with a blue chip client list.

Brian graduated from London University and has a Masters degree in Organization Consulting with Distinction from Ashridge Business School.

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Howard Atkins

Howard is a Business Development Associate at Ashridge, and an independent leadership and organisation development consultant. Previously Howard was a Business Director and Leadership Team member of Ashridge Consulting. His speciality is in helping senior managers develop their leadership capability, and in working with organisations to develop their change capability. Howard has worked extensively with a wide range of organisations in over thirty countries around the world, including *DFID, FCO, International Finance Corporation (IFC), EBRD, Volvo, Deutsche Bank,*



BBC, DSM, FrieslandCampina, Pernod-Ricard, Unilever, and the UK National Health Service. He is currently working with clients as diverse as *ICRC* and *RBS*.

Howard's health care experience includes running Action Learning groups with leaders in community health, developing networking and influencing skills with public health professionals, coaching Clinical Directors in acute trusts, and designing & running leadership development programmes in both the NHS and private health sectors. He is an associate of QFI Consulting, who specialise in using Theory of Constraints (TOC) based approaches to improving quality in health systems.

Howard was previously director of the Consulting & Change in Organisations open programme at Ashridge, and was a faculty member and programme manager on the Ashridge Masters in Organisation Consulting (AMOC). He graduated in Business Economics from Southampton University, and has a Masters degree in Organisation Development from Sheffield Business School. He has completed programmes in Executive Coaching and Brief Therapy.

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Janet Smallwood

Janet is hugely committed to the aims and values of the programme and supporting all fellows in their own and unique development journey. Through personal choice the majority of her work now is with the health sector in the UK. In addition to GenerationQ she is working with the NIHR to support the development of R&D within Trusts and other health organisations.



Janet has worked with Ashridge for over 20 years in both the Consulting Group and the Business School and has served on both the Ashridge Consulting and Ashridge Business Schools Leadership Teams. She has enormous experience of designing and leading delivery of complex leadership development programmes that satisfy both the system and individual leaders' agendas. Her particular interest is where leadership connects with strategy and change. Janet works at all levels in organisations but particularly enjoys supporting senior leaders and teams as they 'reach out': thinking together and connecting more effectively for change with their wider stakeholders. Over the years, Janet has worked with many organisations in both the public and private sector including Nokia, DSM, the BBC and The House of Commons. She has also been a member of faculty on the Ashridge masters in organisation change (AMOC). Before joining Ashridge Janet had a consulting career with Arthur D. Little and a managerial career with ICI.

Janet holds Masters Degrees in Natural Sciences and Chemical Engineering from Cambridge and the Ashridge Masters in Organisation Consulting. She is married, has two grown up children and enjoys living close to Ashridge having spent too much of her career in airplanes.

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Liz Wiggins

Liz joined Ashridge after an extensive international career in marketing, HR and internal communications. Prior to Ashridge, she held a variety of senior leadership roles at Unilever and BT, living in both France and The Netherlands, and working across Europe and Asia.



She has led and participated in a wide range of consulting assignments from strategy implementations and culture change to internal communication and engagement. Clients have included Microsoft, Royal Holloway College, University of London, the National Trust, the Home Office and Oxfam. Since working for Ashridge, the majority of her work has been in the NHS where she has been involved in leadership development, board development and Executive coaching. As her husband is a GP, she rather enjoys finding their work worlds now coming closer together. She and her husband live in Norfolk, along with her two children and rather temperamental Scottie.

Liz's academic background is Psychology and Philosophy, and she recently co-authored a book, *Organizational Change: Perspectives on Theory and Change* for Oxford University Press.

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