



## BIOGRAPHY

# MAXINE GOODING

## EXECUTIVE STATEMENT

I have extensive experience in the banking and financial services sector. I bring uncommon sense to improving the connection between the internal colleague and the external client experience. I help people draw connections between their ideas, beliefs and experiences to realise and achieve transformational change for themselves and the organisation they work in.

Passionate about people, I get excited about helping individuals operate in new and different ways that make a real difference to them, their colleagues and clients.

I have worked for over 25 years in banking and financial services with extensive experience of planning and running regulatory reviews (endowments, pensions, past book reviews).

I have a deep understanding of the regulatory environment having been responsible for operational management of client relations and complaints across regulated sales in international private and retail banking. I'm also well versed with RCA (Root Cause Analysis) regulatory reporting and regulatory visits.

I have designed and delivered organisational change interventions with integrated learning content that has included storytelling, business partnering, internal client service and engaging communication.

## METHODOLOGY

When designing or delivering any training solution, I always start with the end in mind. What problem will this solve? What is the change we want to see as a result of this intervention? I take a systemic approach and work closely with my clients whether this is the programme sponsor or participants in a session to understand what's personally important to them. Once I've engaged and met their personal needs, I work to ensure the wider team and organisational needs are also met.

I am very applied and practical in my approach. I created irrefutable experiences with realistic scenarios to make sure what's happening in the training room maps back to reality. I incorporate direct feedback from key stakeholders across the business to make sure the behavioural changes not only happen, but they stick ensuring there's an excellent return of investment.

## TESTIMONIALS

How would I describe Max? Quite simply she's the RNLI for business: a lifeboat rescuing teams on the rocks, saving shipwrecked missions and steering a steady course through stormy seas of transformation. With her guidance my team created the shared purpose which gave our programme authenticity and kept us afloat throughout implementation and beyond. In brief, she's a trained and equipped lifesaver. If I want business buoyancy then Max is my first responder of choice. **P.L - Programme Director, Barclays**

## RELEVANT CAREER HISTORY

**2014 Learning Design and Delivery Consultant, My Noggin**  
**2014 VP Strategy, Integration & Engagement Manager for Group Leadership, Learning & Talent, Barclays Wealth**  
**2010- 2013 VP Global Client Experience, Barclays Wealth**  
**2008 - 2013 Operational Excellence Manager, Barclays Wealth**  
**2005 - 2008 Senior Manager, Regulated Complaints Customer Relations (Barclays Wealth)**  
**2001 - 2004 Senior Operations Manager, Legal & General**  
**2000 - 2001 Operations & Systems Development Manager, Legal & General**  
**1995 - 1999 Systems & Resources Manager, Legal & General**

## RELEVANT QUALIFICATIONS

**Noggin Method Accreditation - Coaching and Facilitation**  
**2012 NLP Master Practitioner**  
**2011 Certificate in Organisational Development (NTL)**  
**2009 Diploma in Stress Management in Organisations**  
**2006 Insights & Lumina Psychometrics**  
**2005 Project Management & Lean Six Sigma**