

business

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Argus

update

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Unique coaching offer

A unique quality approach to business coaching and people development is forging ahead after being recognised by a wide variety of organisations from the private sector to local government and education.

Companies, councils and colleges are all seeing the benefit of the Sentient method of maximising the potential of individuals and groups working in dynamic environments.

"Our market is anyone who is



progressive and passionate about people, learning and business," said company founder and UK managing director Rob Hudson.

"The common element that binds all our clients together is that they have, at their core, a passion for learning and people development.

"All of the organisations we work with are going through change and have a desire to accelerate that change process for the benefit of themselves and their business."

The company has headquarters in Newcastle and offices in London but rapid take-up of its ideas has already sparked expansion into Wales and the South West from a new centre in Cardiff.

It has built its reputation by matching its coaching to the detailed individual needs of organisations.