



Lady Sandie

International Business & Professional
Image Management Specialist



CAREER PROFILE

Sandie M. Granville

e: ladysandieconsulting@gmail.com

www.ladysandiesprofessionalimageconsultancy.com

[LinkedIn.com/in/ladysandie](https://www.linkedin.com/in/ladysandie) * [Pinterest.com/sandiegranville](https://www.pinterest.com/sandiegranville)
[Facebook.com/kristossemra09](https://www.facebook.com/kristossemra09) * [Instagram.com/ladysandieconsulting](https://www.instagram.com/ladysandieconsulting)

Summary

I've worked with the art of Professional Image Design since March 1986 from my first franchise business in image consultancy and owner of a fashion and beauty enterprise. I've also owned other businesses in promotions, hospitality, public relations and image training. During my career I've gained considerable experience working with fashionable personalities, career minded individuals, entrepreneurs, private companies, public and voluntary sector organizations in Africa, the Caribbean, Western Europe and the USA advising on personal and professional image development, business management and image building programmes. I continue to offer my expertise as a freelance specialist providing advice, mentoring, training and bespoke consultancy services to business professionals, micro-small businesses, training providers and international organizations. My mission is to provide creative business support and image management services that inspire and empower my clients and students to achieve their ultimate success!

Key Professional Skills

- Business planning and management
- Colour, Style and Image consulting
- Creative business support
- Marketing and public relations
- Mentoring, teaching and training
- Personal and professional development
- Research and assessments

Achievements

- West Midlands Business Support Professional Award, 2010
- Birmingham Adult Education Service, Shining Star Award, 2007
- Individual Noble Title, Lady Sandie Brown, 2007
- Anells Champagne Mercier Master Tour Award, 1992
- Commendation for the national development of the 'Afro Hairdressing Specialism - Training for Trainers' from the Minister of Her Majesty's Government Department of Employment, 1989

Most Recent Career History

International Business & Professional Image Management Specialist

Lady Sandie's Professional Image Consultancy Jamaica, February 2018 to date

I offer specialist services in Holistic Personal Branding, Personal Image Coaching, Professional Styling and New Business & Image Development. Advising, mentoring, training and consulting individuals in developing their careers and entrepreneurship. Most recent clients include; Branson Centre of Entrepreneurship Caribbean, Heart Trust NTA and MultiCare Youth Foundation. Appointed as Lead Judge for Afrikathon - Hackathon 2020 Entrepreneurs.

International Business & Image Management Specialist & Principal Consultant

Sandie Brown Associates, July 1990 – March 2016

Offering a range of bespoke business and image management services including; creative business support, advice and mentoring, business start-up training and consultancy, personal branding, image coaching, professional image management training and consultancy to career minded individuals, entrepreneurs, micro-small businesses, education and training providers, international organizations.

Commercial Business & Enterprise Lecturer

Birmingham Adult Education Service, July 2002 – March 2015

Planning and delivering a range of courses for commercial business and enterprise learning including; Setting Up Your Own Business, Setting Up a Hair & Beauty Mobile Business, Setting Up Your Own Craft Business, Personal Branding & Image Coaching, Personal Presentation & Interview Skills, BTEC Preparing for Enterprise Award Level 2, Edexcel BTEC Workskills Certificate Entry Level 3 & Level 1, NCFE Job Search & Interview Skills Level 1, OCNLR First Steps to Enterprise Certificate Level 2, Edexcel Retail Level 1.

Hair & Beauty Curriculum Coordinator

Birmingham Adult Education Service, May 2014 – Oct 2014

Leading and supporting a team of Hair & Beauty specialist tutors in delivering a high quality adult learning service in the Health, Well-being & Social Care curriculum area. Overseeing learning programmes in the agreed curriculum area and bringing about quality improvement in teaching, learning and assessment. Teaching programmes include; African Caribbean Beauty & Style and An Introduction to Beauty.

Business Start Up Loans Mentor

Institute of Enterprise and Entrepreneurs, April 2013 – Mar 2014

Coaching young entrepreneurs for the Get Started programme which is a government backed loan fund for 18 – 30 year old who want to start and run a business or are within their first year of trading offering everything they need including; finance, business planning, personal development and support.

Lecturer & Coach

Women Acting In Today's Society, Jan 2013 – July 2013

Coaching, planning and delivering WAITS volunteering training programme which helps women to develop their confidence and think about themselves for personal growth. This training programme included; personal development tools, goal setting techniques, interview and personal presentation skills, alongside career planning and portfolio building. We achieved a 99% success rate of women engaged in voluntary work and or training and well on their way to 'Achieving their Goals!'

Associate Business Coach

Focus Enterprise Birmingham, Mar 2011 – May 2013

Coaching, planning and delivering a university accredited business start up course for those just started or looking to develop their own business including social enterprises. This course covered a range of practical modules including business start up, business management and development, financial planning and marketing strategies. Each module was worth 10 university credits and on full completion and assessments, candidates were awarded a Certificate of Professional Development Level 4 – Starting a Business.

Public Appointments

- Vice-Chair, Birmingham African Caribbean Business Forum, 2006 – 2009
- Board Member, West Midlands Minority Ethnic Business Forum, 2003 – 2008
- Board Trustee, Community Education Training Academy, 2005 – 2008
- Director of Public Relations, The Federation of Image Consultants, 2003 – 2005

Professional Memberships

- Member, Institute of Enterprise & Entrepreneurs 2012 – 2015
- Member, Institute of Business Consulting, 2008 - 2012
- Affiliate Member, Institute of Learning, 2007 – 2012
- Member, Public Relations Society Jamaica, 1996 - 1997
- Member, The Federation of Image Consultants, 1990 – 2005



Voluntary Work

- Thought Leader, Inspiring Enterprise Network, 2008 – 2015
- Spiritual Empowerment Coach & Publisher, Kristos Semra Ministries, 2013 – 2015
- Chairperson, Ethiopian Orthodox Tewahedo Church St. Markos Birmingham, 2011 – 2014
- President, Sandie's Business Start Up Club, 2008 – 2012
- Business Mentor, Midwest Rural Enterprise CIC, 2004 – 2009

Formal Education to 1978

Public Administration

Ordinary National Certificate

Accounts, Economics, English Language

General Certificate of Education

Mathematics, Pitman Script, Technical Drawing

Royal Society of Arts – Typing Stage 1 & 2

Certificate of Secondary Education

Continuous Professional Development

Certificate of Professional Development Level 4 – Distinction

Coventry University, 2013

- **Small Firms Enterprise Development Initiative (SFEDI) Accreditation Award**
The Women's Enterprise Centre of Expertise, West Midlands, 2009
- **Business Advisor Award – Gold Status**
Small Firms Enterprise Development Initiative and Institute of Leadership & Management, 2009
- **Certificate of Business Mentor Competence**
Midwest Rural Enterprise CIC, 2009
- **Assessor Training Certificate**
Birmingham Adult Education Service, 2009
- **Social Entrepreneurship Level 3**
Open College Network, 2007
- **Child Protection Training**
Adult Education Training & Staff Development Centre, 2006
- **Learner Forum Facilitator Training**
National Institute of Adult Continuing Education, 2005
- **Business Mentoring Certificate**
National Federation of Enterprise Agencies, 2004
- **Teachers Certificate Stage 1**
City & Guilds of London Institute, 2002
- **Lifelong Learning Community Advocate Training**
South Birmingham College, 2001
- **Management Certificate Level 4**
Institute of Supervisory Management, 1993
- **Training & Development Level 3 & 4**
City & Guilds of London Institute, 1993
- **Direct Trainers Award**
City & Guilds of London Institute, 1990

Professional Image Specialism

Professional Styling Diploma

British College of Professional Styling, 2020

- **Motivational Mapping Licensed Practitioner**
Motivational Mango Ltd, 2012
- **Florida Product Knowledge, Success & Motivation**
Supreme Realty Corporation (USA), 2009
- **Business Leaders Empowerment Programme**
Birmingham Chamber of Commerce & Industry, 2007
- **Women into Power, Community Representative Programme**
West Midlands Regional Network, 2002
- **Cosmetic Technology Certificate**
The International Dermal Institute, Derby, 2001
- **Skincare Systems Certificate**
Dermalogica College, Derby, 1999
- **Preparative Cosmetics Certificate**
Rossom (Europe), 1999
- **Clinical Analysis of Anglo vs Ethnic Skin**
The International Dermal Institute, Derby, 1999
- **Apparel & Sewn Products Design**
Jamaica School of Fashion (Caribbean), 1996
- **Fashion Jewellery Design Certificate**
Pierre Lang (Europe), 1995
- **Colour Analysis, Style Design & Textiles**
Academy of Colour & Style, Sheffield, 1995
- **Fashion Business Certificate**
London College of Fashion, 1995
- **Designer Colour Analysis**
Your True Colours Ltd, London, 1991
- **Image Consultancy Franchise Operations**
First Impressions (UK) Cambridge, 1986
- **Professional Image Designer Certificate**
Gloria Munde International (USA) , 1986

International CV

CONSULTING HISTORY

Supreme Reality Corporation, New York, USA July 2009 – October 2009

Consulted in the recruitment and training delivery for real estate sales representatives and developed marketing strategies for the UK recruitment offer. Skills demonstrated

- Florida real estate product knowledge
- Leadership, success & motivation strategies
- Sales techniques
- Conducted research and development planning
- Assisted with business planning and support
- Appointed as the UK Associate Marketing Representative with VanNess Properties Inc, Florida, USA September 2009 – March 2011.

Research tour – Addis Abba /Shashamini /Nazaret /Adowa, Ethiopia, Africa Sept 2007 – Oct 2007

Independent market research survey conducted in relation to the feasibility of business support consultancy services from the UK. Companies addressed in the hospitality, agriculture, tour, travel and shipping industries. Skills demonstrated in conducting survey and forming an analysis of research undertaken.

African Foundation for Development, Accra / Kumasi, Ghana June 2006 – August 2006

A Barclay's bank commission for the business support of grassroots entrepreneurs that have a diverse range of enterprise and engaging them for management training and business development. Skills demonstrated.

- Business management training
- Business planning
- Mentoring & coaching
- Business plan implementation
- Investment

Rosscorn Lambardi & Ross, Switzerland / Germany / Austria August 1999 – April 2004

Business planning and development of a high quality cosmetics brand and a comprehensive system care programme for the international cosmetics market.

- Business planning & development strategies
- Management & operations of regional recruitment
- Training & development programmes for consultants

SBA International, Jamaica, W.I.

March 1996 – July 1997

Independent market research survey conducted in the Caribbean for the establishment and development of an image training company. Skills demonstrated.

- Market research and analysis
- Business & financial planning & implementation
- Marketing, networking, sales & promotions
- Recruitment & training of consultants
- Image management training services & product development

I also gained prior knowledge and experience working as a freelance Image Consultant from 1986 – 1991 advising on image management and sales promotions in France, Spain, and the USA for international fashion and cosmetic companies.

Testimonials



*“Fantastic course! Highly informative and enjoyable.
Lots of relevant material as well as a very good interactive element.
Sandie is a great trainer and the others on the course are really supportive.”*

Marie – Crystal Therapist, Birmingham

“Really enjoying the course. Looking forward to enrolling on another by Sandie.”

Tracy, Birmingham

“Enjoyable, factful, food for thought. Sandie is friendly and relaxed.”

Sarah - Fancy Dress retailer, West Midlands

*“I am very glad I undertook the training with Sandie as it was of a very high standard.
I had done research in the field to train with other training providers and found that they
were either too expensive or not in the local area. I have also appreciated the on going
support and advice.”*

Shahida - Image Consultant, Solihull

*“Very practical and useful. I feel that I can successfully use all the ideas presented in the
modules.”*

Pauline- Life Coach, Birmingham

*“I enrolled on the Business Start Up Course delivered by Sandie in January 2008 and then
went on to join her Business Start up Club. The course provided me with a foundation to
work from and taught me how to build the infrastructure of my company. The Start up Club
was invaluable because the monthly one to one mentoring sessions provided me with
information, advice and guidance which help me to drive my business plans forward. Sandie
helped me to keep my enthusiasm alive which resulted in my continued motivation. Sandie’s
humanistic approach coupled with her business knowledge and expertise are second to none.
Having the opportunity to use her as a sounding board has made all the difference because it
has enabled me to develop my business with confidence. I couldn’t have done it without the
support offered.”*

Pauline - Company Director, La Fashionista, Birmingham
