

# LYNDA HOLT

PROFESSOR : LEADER : AUTHOR



## MISSION

To mobilise people.

Let's heal inertia, judgement and fear, enabling people to tap into their own courage, trade in hope and explore what's possible.

Imagine for a moment, a world where each of us was brave enough to go for what we really wanted, to do what we really believed in, to contribute in our own way. Imagine how much happier, more connected, more authentic we would be and how much healthier our organisations, health systems and societies would be to work in.

It's not big organisations, economies, states or religions that will make the world a better place, it is ordinary people - each of us, little action by little action.

Each of us has a difference to make, something the world needs and most people get nowhere near what they are truly capable of, it's time to change this.

My mission is to create cultures that heal, not harm, to reimagine leadership building on our shared humanity, so we take bold brave action toward the things we each care about.

## CONTACT DETAILS

**Tel:**  
01789 334899

**Mobile:**  
07717 302757

**Email:**  
lynda@healthservice360.com

**Websites:**  
www.healthservice360.co.uk  
www.lyndaholt.co.uk

## PROFESSIONAL PROFILE

### CEO & FOUNDER - THE BRAVER GROUP LTD

(trading as Health Service 360 in health sector)  
APRIL 2001 - CURRENT

**HONORARY PROFESSOR OF SOCIAL LEADERSHIP**  
**UNIVERSITY OF SALFORD - SCHOOL OF HEALTH AND SOCIETY**  
FEBRUARY 2023 - CURRENT

- My work involves supporting leadership team, staff education and student guest lectures

### KEY ROLES:

#### Development Consultant

- Works with senior leadership teams in healthcare, emergency services, and education specifically around shared values, creating and delivering strategic vision and leading challenging teams.
- Works with leaders, teams and organisations to build healing cultures, support mental wellbeing and reduce burnout.
- Works with leaders to facilitate cultural development and change across all organisational levels.
- Uses the ICARE Braver Leaders Framework to build leadership fit for the future

#### Executive Coach & Mentor

- Works with seniors leaders enabling them to get clarity, perspective and personal growth along with strategies for dealing with challenging work place issues, provide services they are proud of and grow their people.

#### Development of Braver Group Coaching & Facilitation Team

- Design and development of training programmes for Braver Group
- Development and coaching supervision of Braver coaching team

#### Creator / Author

- I CARE - Braver Leaders Framework - focuses on leading well in complex and challenged environments
- TODAY - model for change being used in over 100 health organisations globally.
- #EndPJparalysis Summit & Membership group
- Author of multiple books including Get Out Of Your Own Way and Accident & Emergency: Theory Into Practice.
- Regular contributor to industry / professional journals

#### Speaker

- Regular keynote speaker at business, healthcare and L&D events, conferences and online summits.

## AREAS OF EXPERTISE

- Values Based Leadership
- Neuroscience of Mindset
- Purpose & Motivation
- 360 Feedback and Psychometrics
- Facilitating and Enabling Growth

### Healthcare specific:

- Cultural Development
- Emergency Health Care
- Patient Experience
- Team Development

## EDUCATION

### ACADEMIC:

MA Medical Sociology  
University of Warwick 2002

Dip in Management  
De-Montford University 1996

DiPHE Health Science  
De Montford University 1993

PGCE  
Nene College 1992

### PROFESSIONAL:

Insights discovery Certified Partner  
2025  
ABP Certified Business Psychologist  
2019  
Master Practitioner NLP  
2010  
Diploma in Corporate Coaching  
2007  
Business Development Programme  
2003  
King's Fund Women in Leadership  
Programme  
2000  
Post Registration Emergency Care Course  
(ENB 199)  
1992  
Post Registration ITU course (ENB 100)  
1989  
Registered General Nurse  
1985

### PERSONAL DEVELOPMENT:

Professional Speaker Programme  
Association of Professional Speakers 2015  
Trainer Certification DiSC Profiling  
2014  
NABO Business Mastermind  
2011 -2013  
Diploma In Personal Coaching  
2005

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## EXPERIENCE

### CEO, HEALTH SERVICE 360 | 2001 - CURRENT

- Providing leadership development and training to the health sector in the UK, New Zealand and Australia.
- Programme Leader for ICARE Braver Leaders Programmes - delivered at director, senior leader and aspiring senior leader levels
- As a leading influencer in the #EndPjparalysis Movement and 'The Last 1000 Days' we support health & social care organisations, educators and policy makers in the fight against physical and psychological deconditioning, through education events - these include global summits, an online educational resource, organisational challenges and direct support with engagement and change.
- Notable recent initiatives include:
  - Partnering with National Clinical Leadership Centre to provide Advanced Braver Leaders Programme for Senior Directors across Ireland
  - Supporting Fire and Rescue Services through culture review, working with senior teams.
  - The ICARE Braver Leaders Programme, supporting people to look after themselves & their teams, lead with courage and deliver the best possible service. Currently used in UK Australia and Ireland
  - Delivery of 7<sup>th</sup> annual EndPjparalysis Global Summit
  - Reconnecting emergency care through annual Emergency care Conference now in it's four year
  - Developing an extensive e-learning package for Safe discharge for NHS England
  - Hosting a comprehensive set of online learning and safe spaces for clients in health across the pandemic
  - The introduction of the TODAY model for change. (with application in multiple health organisations across UK focused on culture change)
  - Management of UK NHS 70 #EndPjparalysis Challenge

### FOUNDER, BRAVER LEADERS | 2016 - CURRENT

- A development community for thought leaders, creative and social entrepreneurs, providing coaching, education and masterminds
  - Focuses on attitude, aspiration and action.
  - Brave CoWork - a supportive business community, successfully moved from physical space to online community in 2020
  - Introduction of BraveFest gatherings in 2018
  - Way Ahead the pre-runner to Brave Scene supporting leaders & business owners from 2007-2016

### EXTERNAL EXAMINER | 2012 - 2015

#### MSC ADVANCED NURSING PRACTICE, MMU

- External examiner role included review and moderation of course work, attendance at standards meetings and representation on disputed marking on occasions.

### NATIONAL LEAD - EMERGENCY NURSING | 1999 -2004 RCN EMERGENCY CARE ASSOCIATION

- Leading emergency nurses through some of the biggest cultural changes in our pre pandemic history. I worked with the DoH (England) in the development of the 4hr standard for Emergency Departments, the development of Nurse Practitioners and the early development of Nurse Consultants.

### CLINICAL & MANAGEMENT ROLES - NHS | 1990-2001

- These roles mostly focused around A&E and Emergency Care, and include clinical, managerial and education roles.

## PROFESSIONAL MEMBERSHIP

Certified Principle Business Psychologist,  
Association for Business Psychology  
2020

Fellow of the Royal Society of Arts  
2019

Fellow of the Institute of Leadership  
2007

Member of Royal College of Nursing  
1985

NMC Registration 82K2026E

## AWARDS

Executive Coach of the Year UK - 2024  
CEO Today

Management Consulting Award - 2019  
CEO Today

UK Business Consultant of the Year - 2018  
Corporate Live Wire

Business Mentor Finalist - 2015  
Women Inspiring Women Awards

## SOCIAL CHANNELS

**Blog:**  
[www.BraveScene.com/inspirations](http://www.BraveScene.com/inspirations)

**YouTube:**  
[https://www.youtube.com/@LyndaHolt\\_BraverLeaders](https://www.youtube.com/@LyndaHolt_BraverLeaders)

**LinkedIn:**  
<https://www.linkedin.com/in/lyndaholt/>

**Twitter:**  
<https://twitter.com/LyndamHolt>

**Facebook Curated groups:**  
<https://www.facebook.com/groups/EndPjparalysis/>

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## CHARITY ROLES

### TRUSTEE OF CHARITY 2009 - 2013 CENTAURUS TRUST

Centaurus Trust enables young people with autism and other disabled / disadvantaged young people and children to enjoy equine facilitated learning, to improve their confidence, self-esteem, communication skills and personal development. As well as being a Trustee, my role included practical volunteering with children, around the yard and at events.

### CHAPERONE & COACHING 2009 - 2020 PLAYBOX THEATRE

Playbox Theatre provides an amazing opportunity for children and young people to develop their theatre skills on and off stage, as well as developing confidence, team working, communication skills and organisation skills. My role includes providing and managing chaperone service during performances.

## PUBLICATIONS

### BOOKS AUTHORED

Holt L (2014) Coaching Conversations at Work: Compelling 360 feedback. Devon, Fink

Holt L (2012) Get Out of Your Own Way: Stand Out In a Crowded Market, London, NABO

### BOOKS CO-AUTHORED

Dolan B, Holt L (2017) The Last 1000 Days: Making patient time the most important currency in healthcare. London

### BOOKS EDITED

Dolan B, Holt L (2013) Accident & Emergency: Theory into Practice 3e Elsevier, London

Dolan B, Holt L (2008) Accident & Emergency: Theory into Practice 2e Elsevier, London

Dolan B, Holt L (2000) Accident & Emergency: Theory into Practice 1e Elsevier, London

### BOOKS IN PREPARATION

Holt L (In Preparation) Braver – ReThink Press, Gorleston UK. (for publication mid 2026)

### SELECTED COMMISSIONED ARTICLES/EDITORIALS

Holt L (2025) Adapting Leadership Styles for a Changing Workforce FE News  
<https://www.fenews.co.uk/exclusive/adapting-leadership-styles-for-a-changing-workforce/>

Holt L (2024) Courageous Leadership, CEO Review  
<https://www.ceo-review.com/what-does-courageous-leadership-look-like/>

Holt L (2024) Prioritising Mental Wellbeing, Future of Work  
<https://thefutureofwork.pro/beyond-the-boardroom-prioritising-mental-wellbeing-for-effective-leadership/>

Holt L (2024) The Rise of Incivility, FE News  
<https://www.fenews.co.uk/exclusive/the-rise-of-incivility-a-silent-threat-to-workplace-harmony/>

Holt L (2023) Transforming Fire and Rescue: Leadership's Role in Cultivating Positive Change, FIRE magazine

Holt L (2021) Navigating the Mess In The Middle, Business Fit Make it Count, HR Grapevine, March 15

Holt L (2004) Editorial Board's eye view Emergency Nurse 12(8), 8

Holt L (2004) Hitting the Right level (Guest Editorial). Emergency Nurse, 12(5), 1

Holt L (2004) Editorial Board's eye view. Emergency Nurse 11(4), 9