



**De Backman-Hoyle**  
CSP, FAIM, FAIPF, CAHRI  
ILP FELLOW

### Experience Summary

Deidre Backman-Hoyle (De) has a passion for assisting others to reach their optimum workplace potential. This has been her driving force for the last 25 plus years she has spent in the workforce. Her approach and methods are often described as innovative, challenging and highly interactive. She has experience in a range of industries, and has worked in Australia extensively, Hong Kong, Tokyo, Singapore and has participated in programs in the USA. These opportunities have honed her facilitation skills as well as deepened her knowledge of both corporate cultural and multicultural implications.

De has post graduate qualifications in organisational dynamics as well as innovation and enterprise. The combination of these disciplines leads to a meshing together of both the hard and soft skills required for success.

She knows how to walk the talk having held senior managerial positions and understands the complexity of managing others.

### Business Experience and Background

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### Consulting Experience

De Backman-Hoyle has specialised as a management consultant for the past 13 years, this experience compliments the many years prior to that of facilitation, training and development consultancy projects.

As a competent consultant and facilitator she has the ability to design, develop and deliver a range of interventions as required. She has worked with clients and industries such as Mazda Australia, Toyota and Holden. In the banking and finance sector her clients have included UBS Warburg, ANZ, AXA and Alliance. She has a reputation as a service strategist and has contracted to The Australian Open designing their service approaches for the last 11 years. Her consulting projects have ranged from National rollouts to specific interventions within a workforce team.

### Executive Coaching Experience

De Backman-Hoyle has had numerous coaching appointments with senior members of companies such as CHU Insurance Agencies, Trimas Automotive and Warakirri Asset Management.

**Areas of Expertise**

- Strategic Influencing & Persuading Skills
- Sales & Service Strategies
- Leadership & Management
- Stakeholder Management
- Communications in Complex Environments
- Service Readiness for Major Events
- Learning & Development
- Management Consulting Performance Management
- Culture & Change

**Industry Experience**

- |                    |                      |                      |
|--------------------|----------------------|----------------------|
| ▪ Government       | ▪ E-Learning         | ▪ Insurance Industry |
| ▪ Automotive       | ▪ Energy Sector      | ▪ Manufacturing      |
| ▪ Corporate Travel | ▪ Financial Services | ▪ Personal Services  |
| ▪ Defence          | ▪ Health Sector      | ▪ Retail             |
| ▪ Education        | ▪ Hospitality        |                      |

**University, Training & Industry Qualifications**

- Post Graduate Diploma Innovation & Enterprise – Swinburne University
- Post Graduate Certificate Organisational Dynamics – Swinburne University
- Certificate Industry Training Consultancy – Outer Eastern College of TAFE
- Certificate in Workplace Training & Assessment – Hawthorn Institute
- Accredited Margerison & McCann (TMS)
- Strategic Team Development (TMS)
- Team Management Systems
- Miller Heiman – Strategic Selling Skills
- Certification for the administration of the psychological instruments of Relationship Awareness Theory - SDI

De has obtained the status of Certified Speaking Professional (CSP)

**What is CSP?**

The Certified Speaking Professional (CSP) designation, is the speaking profession's international measure of professional platform skill. CSP is conferred by the US-based National Speakers Association and by the National Speakers Association of Australia only on those who have earned it by meeting strict criteria. The letters CSP following a speaker's name indicate a speaking professional with proven experience who understands what is required and knows how to deliver client satisfaction.

**How Many CSPs Are There?**

Less than 10% of the speakers who belong to the International Federation for Professional Speakers hold this professional designation. The membership of the International Federation for Professional Speakers is comprised of professional speaking associations worldwide. CSP is the international standard that these associations agree represent competence in the speaking profession.



**Testimonials**

"De Hoyle worked as a lead consultant on a project for Mazda. From Mazda's perspective, De was a fantastic contributor to the project and was critical to the survival and then success of a difficult project. Mazda was implementing a management development program for middle-level managers from its dealer network.

– Mazda

De orchestrated and implemented a communication plan for potential participants (who were largely skeptical of the idea) in the program, making calls and conducting dealer visits to generate interest, enthusiasm and need in the target group.

De was able to connect with the target group and earn their trust – not a small task when dealing with people that are predominantly hard-nosed negotiators. The results of her hard work were outstanding – 145 people signed up from across our network, which was about 30% more than our estimates prior to rolling out the communication plan!"

Often training can leave me feeling it was too slow paced or simplistic but not this one! Thank you. I will be implementing strategies – Senior Manager Strategic Influencing & Persuading Program, Banking Sector

De provided interesting and varied facilitation. The aspect which I admired the most was her ability to keep the group moving and bring us back in line from distraction – varied techniques – Middle Manager leadership development program – Call Centre Environment