



Lizzie Dawson

Business Development Manager

POSITIVITY • WOOL • INCLUDER • COMMUNICATION • MAXIMISER

PROFILE

As Business Development Manager, Lizzie brings energy, clarity and optimism to her work, combining strategic insight with a deep commitment to people. With strengths rooted in Positivity, Incluser, Communication and Maximiser, she has a natural ability to connect individuals, elevate potential and inspire purposeful action. She is driven by a simple belief: the strongest results come from investing in what matters most — your people.

With over ten years' experience in the leadership space, Lizzie has returned to the work she loves most: getting the best from people and helping teams perform at their highest level. She is known for creating environments where individuals feel valued, included and empowered, balancing encouragement with high expectations to move people from good to exceptional.

Lizzie's approach blends relationship-led business development with clear communication. She thrives on building trust, fostering collaboration and focusing effort where it will create the greatest impact.

Today, Lizzie partners with clients and teams to drive sustainable growth through people-focused leadership — because when people thrive, organisations do too