

Developing Cumbria's Leaders for Today and Tomorrow  
**Life Long Leadership: Case Study**

**Marc Goodwin**  
**Mott MacDonald**  
**Project Manager**

This case study explores Marc Goodwin, a Project Manager at Mott MacDonald who has been actively involved with CforLP for the past three years.

## **Background & Involvement**

Marc's initial motivation to get involved with CforLP was driven by his passion for supporting local communities and delivering social value.

*"As an advocate for delivering social value and supporting our local communities, this was a great way to deliver support through an established and trusted network."*

Marc's engagement with CforLP has been centered around participating in their 'Dream BIG' events held at Cleator Moor and Mayfield school.

*"Being involved in these events has helped me to deliver our commitment and promise to help the communities in which Mott MacDonald operates. There are tangible benefits of getting out and about and meeting new people and organisations as well as raising the profile of Mott MacDonald, but the intangible benefits of potentially influencing young minds to fulfill their potential are the most exciting."*

**Marc Goodwin | Mott Macdonald**



## Wider Benefits to Organisation

Marc's involvement with CforLP has not only benefited his local colleagues but also extended its influence globally.

*"Through my involvement, I have been able to share examples with colleagues locally and across the world, which will hopefully inspire them to reach out and do more."*

## Development of Leadership Skills

Marc acknowledges that his participation in CforLP programmes has significantly enhanced his leadership skills.

*"I am a better networker and communicator, and young audiences make you think about how you construct and share your message, which is learning that can benefit all aspects of your life."*



## Enjoyment and Recommendations

Marc has found great fulfillment in being able to inspire and support the young individuals he meets through CforLP's programmes.

*"After my involvement in these sessions, I am inspired by the energy and passion of the young people I encountered. We have a duty to them to offer support, advice, and inspiration to allow them to reach their full potential, playing a part in this is very rewarding."*

Marc's favourite aspect of being involved with CforLP is witnessing the impact of his experiences and insights on the young individuals.

*"Talking about what I do and seeing how this makes the young people think and act and seeing how their creativity is awakened through what we may take for granted."*

Marc encourages others to join the CforLP leadership community

*"I would recommend anyone to get involved in the schemes as you never know what your words and experiences might mean to the leaders of tomorrow."*