

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

Sharon Brook
North Lakes Hotel & Spa- Daniel Thwaites Group
Head of Sales

This case study explores Sharon Brook, Head of Sales at North Lakes Hotel & Spa who has been actively involved with CforLP for the past 2 years.

Background & Involvement

Sharon's initial drive to get involved with CforLP was witnessing the impact of our primary and secondary school programmes.

"It was something, as a business, North Lakes really wanted to become involved with and matched with our desire to help students in the Cumbria area achieve their full potential."

Sharon has supported primary programmes including SkillsBlox and Bright Stars and secondary programmes including Dream Placement and Leading Change helping our mission to inspire the next generation.

"As well as having great fun, and allowing members of the hotel team to work alongside the students showing them what we do, it has been fabulous working with students and seeing them grow and develop."

Sharon Brook | North Lakes Hotel & Spa - Daniel Thwaites Group

Wider Benefits to Organisation

Sharon's involvement with CforLP has helped her raise her organisation's profile.
"It helped the business due to the wide range of networking opportunities, raised awareness of the Hotel, started some really interesting conversations and I have developed some really great lasting relationships"

Development of Leadership Skills

Sharon acknowledges that her participation has enhanced her leadership skills.
"When working with the children, I have had to develop a whole new range of skills and I have learnt an awful lot!!! Certainly, with such young age groups, you need to take each child as an individual – sometimes in business you tend to think you can treat everyone the same – working with children certainly makes you think differently and you have to take so many different approaches and adapt and change much more."



Enjoyment and Recommendations

Sharon has found great fulfillment in being able to showcase all the incredible opportunities young people have available to them.

"Being Head of Sales I tend to work alongside businesses and I really wanted to make an impact on our younger generation – to make them see the opportunities available to them and help those children that necessarily would not be given opportunity for a wide range of reasons"

Sharon's favourite aspect of being involved with CforLP is working with young children and witnessing their development.

"Working with the younger students. The reaction you receive when you go into schools – the excitement, the response you receive from them is just fantastic. Young children have no filter and this has resulted in some really great interactions. In one particular school, I have now completed 2 years, and seeing these children grow and develop makes it all worth while."

Sharon encourages others to join the CforLP leadership community.

"Just have a go. To be honest it was a little nerve wracking as I hadn't worked alongside such young children in the past however this was one of the reasons I volunteered – build on my skills, give back to the local community and make a difference – even if it was to just one student. To me, as I have said, it is about making sure all children are made aware of the opportunities open to them. I later went on to become an Enterprise Advisor for a local school, brought about by my involvement with CforLP"