springboard consultancy | Ceri Davies

CERI DAVIES
FREELANCE SPRINGBOARD FACILITATOR - CASE STUDY

Giving Back, Creating Space and Helping Women Feel Lighter

Ceri established her own coaching and training business, SOS Training & Consultancy Services, and decided to deliver the Springboard programme herself directly as a freelance facilitator, which also presented the opportunity to give something back.

Having seen the contributions **Faith in Families** makes across Swansea and the surrounding communities, Ceri contacted the charity and offered a small number of complimentary places to women who could benefit from the programme.

This case study explores Ceri's recent delivery of this programme and the environment she created for the small cohort of women at Faith in Families.

Through the experience of participant Siany Martin, we see the impact that space had in practice - from recognising achievements she had routinely played down and communicating clearer boundaries, to feeling lighter, more confident and with more belief in herself.

We discover how Ceri, though the Springboard programme, gave Siany and the rest of the group the time and structure to reflect on how they approached their work, relationships and sense of self, recognising strengths and achievements that could easily be overlooked in the demands of everyday life.

MEET CERI

Ceri Davies is an award-winning coach, trainer and consultant, founder of SOS Training & Consultancy Services and a licensed Springboard facilitator. She brings more than 15 years of senior leadership experience within the Virgin Group, where her work spanned leadership, people development, inclusion and performance.

Ceri became licensed to deliver Springboard in 2024, initially through Virgin Atlantic, before taking the programme into her own business as a freelance facilitator. Her approach combines the structure of Springboard with her own leadership experience and an open, inclusive facilitation style - creating space for women to reflect, share honestly and reach conclusions that are right for them.

FAITH IN FAMILIES

Faith in Families is transforming lives across Swansea Bay through its Community Cwtches & Multibank. It provides vital support to children and families facing challenges such as poverty, crisis and trauma. Its wide range of services includes parent and toddler groups, 1-2-1 child therapy, parental & child support, outreach work & home support.

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Through Siany's Experience, at Faith in Families

Siany Martin, known locally as "Siany on the Wave", spent more than 20 years as a familiar voice and face of radio across South West Wales before moving into charity fundraising with Faith in Families.

Alongside her role as Fundraising Manager, she continued working in broadcasting, raised her two children and, at the time of the programme, had also taken on additional marketing responsibilities. She joined Springboard knowing she wanted something to help her personally and professionally, even if she was not entirely sure what that would look like.

Hearing her own achievements differently

One of the most powerful moments came when the participants were invited to talk about their achievements. As Siany began saying those things aloud, she heard her own story differently.

"I remember thinking, 'Oh my God, I am actually really awesome,'" she says. "When I looked at everything I had achieved, I could not quite believe I had done it all. If another woman had told me that story, I would have thought she was incredible, but when it was my own life, I still felt as though I should have done more."

Although the three women had different personalities and backgrounds, they repeatedly recognised the same habit in one another: significant achievements being described as though they were ordinary, expected or not quite enough.

"They were three very different women, but there were so many common threads," Ceri says. "What stood out was how quickly they felt comfortable sharing and how respectfully they held that space for each other."

Boundaries that made life more manageable

The section on boundaries became the clearest practical turning point for Siany. She had long seen herself as a people pleaser and was accustomed to helping, stepping in and making herself available, whether at work, at home or within her personal relationships.

"The boundaries section changed my life," she says. "I started applying it with my children, at work and in my personal life. I kept wondering why I had not been doing it before, but I realised I had often expected people to know where my boundaries were without me communicating them."

The programme helped Siany understand that boundaries are not simply preferences held privately in the hope that other people will notice. They need to be articulated, maintained and, when necessary, repeated.

"I can take on more work now without feeling as stressed as I did before," she says. "The responsibilities are still there, but they do not feel as heavy. I keep coming back to the word lighter because that is the best way I can describe it."

Read Siany's Full Story

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From the Programme to Everyday Life

For Siany, the impact of Springboard was not about removing the demands of a busy working and personal life, but changing how she responded to them. Across the programme, the space Ceri created helped her recognise achievements she had routinely played down, communicate clearer boundaries and become more conscious of where she placed her time and energy.

"The path feels clearer," Siany says. "I have more belief in myself, and things do not stress me in quite the same way. It has changed how I approach work, home and life as a whole." The impact continued beyond the final workshop.

Faith in Families later told Ceri that the participants had not stopped talking about the programme and began discussing how other colleagues might be given a similar opportunity.

"My path feels clearer. I have more belief in myself, and things do not stress me in quite the same way. It has changed how I approach work, home and life as a whole. I couldn't recommend the programme enough. Ceri was amazing!"

Giving Back, With an Impact That Continues

For Ceri, the experience at Faith in Families captured much of what she values about facilitating Springboard. What began with a decision to gift places to women working within a local charity became an opportunity to bring three very different women together, create the space for honest reflection and see the programme make a difference beyond the workshops themselves.

It is an experience that also reflects Ceri's belief that her role as a facilitator is not to provide people with answers, but to create the conditions in which they can better understand themselves and find the answers that are right for them.

Siany's experience perhaps provides the strongest recommendation for what that can mean in practice: responsibilities that once felt heavy becoming more manageable, greater belief in her own achievements and changes that have carried into her work, relationships and everyday life.

Our thanks go to Ceri for sharing the story behind this special Springboard cohort, to Faith in Families for supporting the women who took part, and especially to Siany Martin for speaking so openly about her experience and allowing us to tell the story through her eyes.

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