



Board Member Profile

Sue Keogh: ADSO Director of Development

My 'day job' is Development Consultant with South East Employers (SEE), one of the Regional Employers organisations. My role is to provide bespoke consultancy support and development services to Councillors, Council staff and partners across the South East and London regions. I have established introductory and advanced Committee Administration programmes in the South East for Democratic Services Officers and my most popular courses are Chairing Skills for Members and an accredited Mediation programme.

I have worked in learning and development for over 20 years in both the public and private sectors and before I joined SEE, I was the Training Officer at Waverley Borough Council. I am a Chartered Member of the Institute of Personnel Development (CIPD) and a qualified assessor, verifier, coach and mentor. I am Director of Development on the ADSO Board and have played a key role in developing the Association following a conversation with John Austin over a glass of wine when he confessed that his ambition had always been to set up a professional body for Democratic Services Officers! Although that wasn't on my bucket list, I am always up for a new challenge and have thoroughly enjoyed being involved with ADSO both personally and professionally. I have learnt a lot about setting up a professional Association from scratch, developed a range of new skills and made some good friends along the way.

One of my main roles with ADSO is to organise and run their Annual conference which is hard work but enjoyable and the rest of the ADSO Board are always patient and willing when my natural bossiness comes to the fore and I start handing out tasks to them – it is definitely a good team effort. My role as Director of Development means that I have responsibility for the management of the ADSO qualifications which have proved to be very popular in the sector – I am constantly impressed with the commitment from the Regional Advisers who support the learners and often say how they like giving something back to the profession. I am also responsible for the development of the ADSO annual training programme and I believe passionately in the importance of personal and professional development. Training is often one of the first things to be cut when resources are scarce but I think it is even more important during difficult times that ADSO members are given the skills and knowledge to carry out their changing roles effectively. As I often remind my colleagues on the Board I am not (and never will be) a Democratic Services Officer but I love working with them!