



CLIENT RECOMMENDATIONS



Kevin Parkin

Executive Chairman - Castings Technology International



"I've had the genuine pleasure of working alongside Paula Carter, the dynamic founder of Ineco. From the outset, Paula has impressed me with her energy, clarity of purpose, and deep expertise in Sustainable Change, Leadership, and Transformation Management.

Inicio Success is not just a consultancy—it's a catalyst for meaningful and lasting organisational change. Paula's ability to engage senior leadership teams, challenge thinking, and instil confidence in complex change environments is second to none. Her approach is both strategic and personal, balancing big-picture thinking with practical, actionable insights. As an advisor and coach, Paula is enthusiastic, insightful, and refreshingly honest. She brings a rare combination of warmth and rigor that inspires trust and drives results. I would not hesitate to recommend Paula and Inicio Success Ltd to any organisation serious about leading transformation the right way."

"Inicio Success is not just a consultancy—it's a catalyst for meaningful and lasting organisational change"

Donna Cannon Chartered MCIPD BSc(Hons)



May 29, 2025, Donna reported directly to Paula.

"I had the privilege of working with Paula as a colleague and as part of her team during her time at AESSEAL plc. In a relatively short period of time, she provided the team with inspirational leadership, clarity and direction. Her management style and qualities have had a lasting and positive effect on my personal development and approach to people management.

Paula creates a clear vision and takes the people with her on the journey, truly embracing collaborative leadership by providing clarity of purpose. During my time working with Paula, it was clear that she can very quickly understand the needs of an organisation and will work collaboratively with all stakeholders to get the job done. This is what creates culture change and space for employee development and business transformation at the same time!"

*"Paula creates a clear vision and takes the
people with her on the journey"*

Ministry of Justice

Introduction of a new Change Management Framework



"Working with Paula was an absolute pleasure. Paula was engaging and communicative across all levels and worked hard to pull together all the relevant information to develop an appropriate change management framework."

Including but not limited to, understanding of the departments current change management maturity was, where we needed to get to, how to get there and how bring the teams with us on the journey."

"Paula and I worked on a change project. Her fresh perspective towards change was effective and appreciated by the department. She is open minded to fresh ideas and is encouraging. I am glad to have had the opportunity to participate in her project."

"She is open minded to fresh ideas and is encouraging"

Ministry of Justice

Introduction of a new Change Management Framework



"Paula is the ultimate professional and a pleasure to work with.

She is so knowledgeable and enthusiastic about the change process and made a real difference at the MOJ. From the start of her time with us she made a great impact, engaging with key stakeholders and users to quickly discover what was required, then developed and implemented a framework to deliver this.

She would be an asset to any organisation."

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BT Spain

Global Financial Banking



"Paula joined my organisation on a short-term assignment, as a Business Improvement Consultant, as a result of being highly recommended. The task was to review the full end to end complex change process for one of my major retail banks. The role, unique in both geographical spread across UK, Spain and India, and also in the infancy stage of the life cycle.

With an objective to build a new TOM, define the ITIL process model and create a deployment plan which realised immediate results and achievable in the same light.

Firstly, I was extremely impressed with Paula's approach to the problem in hand. Paula was positive and tackled the problem with energy and passion. Paula understood how to manage key stakeholders and personnel impacted by the change, embracing the challenges with ease - whilst also having a detailed eye for the business outcome and customer benefit.

Paula's approach saw her listen and understand the problems being faced by the organisation and the customer. Paula worked collaboratively with the teams to map out the processes, the risks and the gaps to build a comprehensive 'plan to success', along with introducing some new and innovative ways of working.

As Paula came to the end of her assignment, I could see the operational leads taking ownership of the actions delegated, but I could also see them looking to Paula for guidance and her opinion- a real credit to someone with the right mentoring and leadership skills. She has now created an environment that is eager to support CI. This is as a result of her successfully driving a change in mind-set, throughout my organisation, following her coaching and empowering approach. She has now provided a clear direction and strategy plan, for all to follow. Paula has left the team with a strong, tangible and measurable plan - I would very much recommend Paula, and look forward to working with her again. "

"I would very much recommend Paula"



BT India

*Digital Contact Centres for Residential and Business Customers
(Kolkata and Delhi)*



"Paula is an incredible person with lots of enthusiasm. I have worked with her for more than 2 years and always found her very positive and radical thinker.

She has immense knowledge and skills to lead by example.

Her logical and innovative thought process has always helped to provide rapid solutions to critical situations."

*"She has immense knowledge and skills
to lead by example."*



BT India

Digital Contact Centres for Residential and Business Customers
(Kolkata and Delhi)



"Paula is one of the fabulous person I have come across in my life. She is a great human being at heart and has an extremely focused approach. What separates her from others in the Business is her patience, perseverance and the way she leads a change. She is a great mentor to many I know including myself and have led many successful ventures driving Operational Excellence and transforming costs in the business. She is a great asset to any organisation because she pumps in positive energy in your Business. Most importantly she adds a personal touch in every conversation she holds making it a brilliant one.

I look forward to working with her in my career ahead and wish her every success in her career ahead!!"

"She is a great mentor to many."

BT India

Digital Contact Centres for Residential and Business Customers
(Kolkata and Delhi)



"I have worked with Paula for over four years and in that time come to see that she is extremely professional, good with clients and colleagues and can handle the most trying of circumstances. Adherence to deadlines and meticulous in what she produces.

Attention to detail is another key asset, listening to the needs of the stakeholders and getting to the root of the problem quickly. Another strength is Service management - bringing completely different areas together to achieve one goal, deals with conflict and challenges well. Excellent engagement and able to bring people on board, has logical thinking in problem solving which in turn, creates clear directions for people.

A pleasure to call her my colleague."

"A pleasure to call her my colleague."

BT India

Digital Contact Centres for Residential and Business Customers
(Kolkata and Delhi)



"I worked with Paula at BT and she was a fantastic colleague. First and foremost, she is very customer focused and takes time to build relationships with our customers and takes time to talk to them and really understand their business needs and business drivers.

She can then take this output and turn it into a proposition for our customers, whether it be how we offer the service, how we communicate with them or how we report to them. Once developed, Paula is very tenacious in her delivery, working as hard as needed to ensure the customer gets a high-quality output. Paula's attention to detail is very strong.

All in all, I would say that Paula is very customer focused, highly collaborative and can be relied upon to deliver a quality output."

"can be relied upon to deliver a quality output"

BT India

*Digital Contact Centres for Residential and Business Customers
(Kolkata and Delhi)*

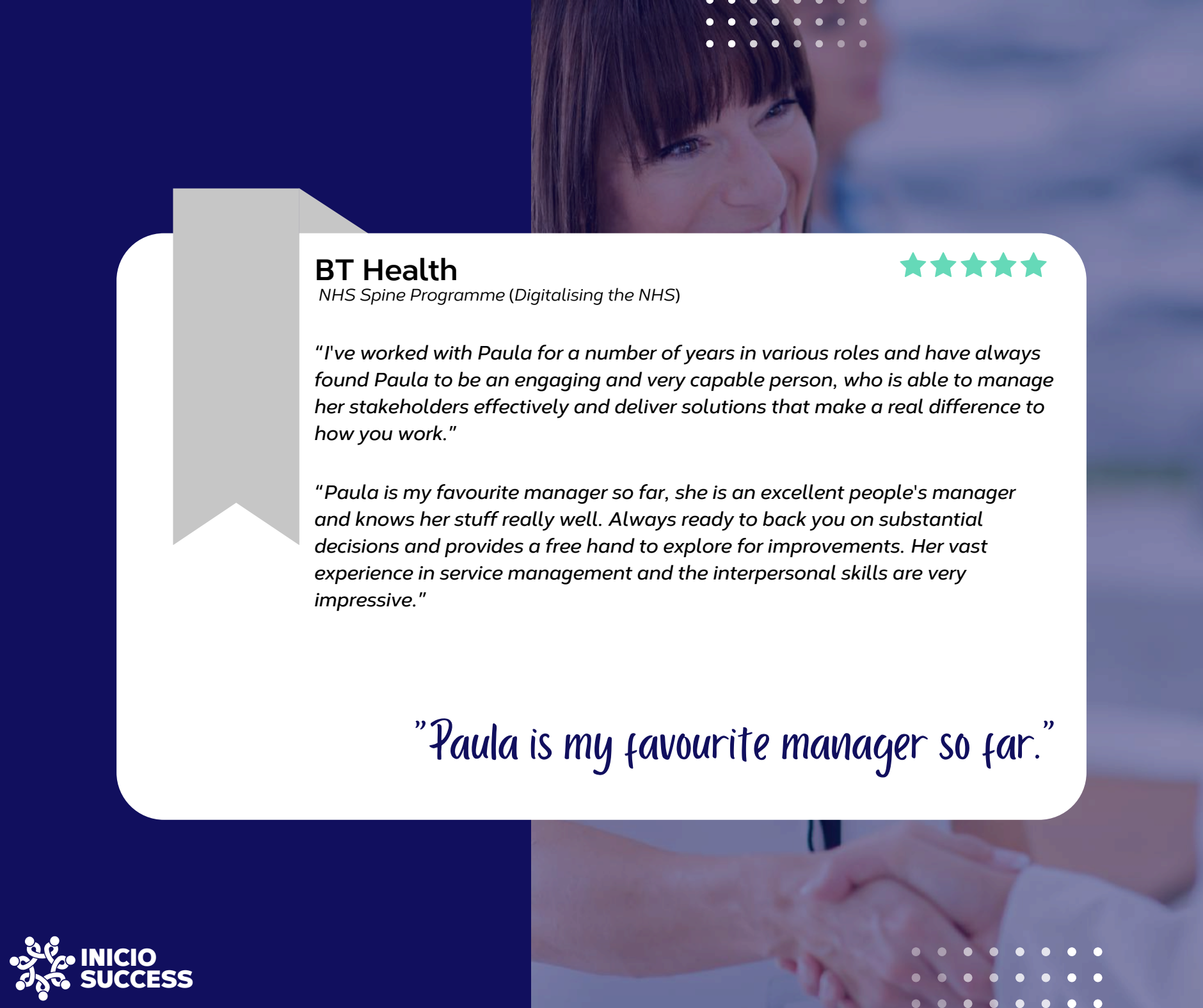


"I had the honour to work with Paula for about two years.

Her attention to detail, great interpersonal skills and strategic thinking have been a huge asset to the business. She is able to motivate others to perform at the highest level.

Paula is also great at creating a positive working environment that inspires people to create value. She is able to engage various parts of the business - sometimes having different performance metrics and incentives - to work collaboratively and achieve the desired business outcomes. I highly recommend her for the position she applies for."

*"Paula is also great at creating a positive
working environment"*



BT Health

NHS Spine Programme (Digitalising the NHS)



"I've worked with Paula for a number of years in various roles and have always found Paula to be an engaging and very capable person, who is able to manage her stakeholders effectively and deliver solutions that make a real difference to how you work."

"Paula is my favourite manager so far, she is an excellent people's manager and knows her stuff really well. Always ready to back you on substantial decisions and provides a free hand to explore for improvements. Her vast experience in service management and the interpersonal skills are very impressive."

"Paula is my favourite manager so far."

BT Health

NHS Spine Programme (Digitalising the NHS)



"I have known Paula for over 10 years now and if I were to describe her in a few words, I would call her a 'Setup Specialist' for her unbelievable ability to start an establishment from ground zero in no time.

She is truly an inspirational leader and has a lot to offer to this industry. One of her innate strengths is in her ability to connect and bond with people irrespective of their levels and locale. She has got another remarkable ability of being quick on uptake, having an eye for detail and focus on ROI.

I have learnt a lot from her during my stint at British Telecom and it is wonderful to see her reaping success after success in various roles. "

"She is truly an inspirational leader"



BT Health

NHS Spine Programme (Digitalising the NHS)



"Paula is a very professional dedicated colleague of mine. She is very trustworthy and reliable and a pleasure to work with.

She always goes the extra mile not just with customers but with colleagues also.

Paula is a big inspiration to me and someone who I am looking to emulate with my career."

*"Paula is a big inspiration to me and
someone who I am looking to emulate with
my career."*

BT Account Management

Medium to large Business Customers



"I worked with Paula for 9 years in the business sales unit at BT. This was a very challenging role, both in terms of customer and management requirements, which Paula handled in a very effective manner. She was very approachable and confident in her role, and always does her best to assist others as much as possible.

Paula also has the "softer" people skills which are required in relation to team building, gaining consensus and acting as a mentor. She can manage different personalities, regardless of their level and expectations. She's very approachable and has a very positive mental attitude.

Paula always acts with integrity and honesty, regardless of challenging circumstances, and always strives to meet her commitments and timescales. She is very results-focused and does what it takes to get the job done while doing the right thing for BT."

"always does her best to assist others"