

DEBRA

- Identity-Led Leadership
- Women's Leadership
- Self-Leadership

Founder, Simply Evolved
Leadership Development Practitioner

AYIPEH



About Me

Hi, I'm Debra Ayipeh, a leadership development practitioner and founder of Simply Evolved. I support women who are already leading to realign identity, self-trust, and purpose so they can lead with clarity, confidence, and sustainable impact. My work is rooted in identity-led leadership and is described by participants as transformational.



**Programmes
Delivered**

**Leaders
Supported**

**Workshops &
Facilitations**

**Cohorts & Circles
Facilitated**

“I don't help people perform leadership. I help them embody it.”



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Founder Profile & Leadership Journey

Experience & Sector Leadership

I am the founder of Simply Evolved, a purpose-led leadership development and coaching platform dedicated to self-leadership, strategic growth, and holistic wellbeing. With nearly 30 years' experience across health, education, and community advocacy, I have worked extensively with local authorities, NHS services, and community organisations **to strengthen inclusive leadership, advance social justice, and support sustainable systems change.**

Community & Social Impact

Alongside Simply Evolved, I am also the founder of Simply Communities CIC, a social enterprise committed to empowering local leaders and strengthening communities through mentoring, leadership development, and community-led initiatives that promote dignity, equity, and opportunity.

Mission & Leadership Philosophy

I am an advocate for positive change and a collaborative community leader, bringing a values-driven approach to leadership grounded in self-leadership, emotional resilience, and identity-led growth. My mission is to support emerging and purpose-driven leaders to build clarity, confidence, and self-leadership so they can align with their purpose and create meaningful, socially impactful change.

How I Work

Through my holistic leadership transformation programmes, women-centred coaching, strategic workshops, and community partnerships, I support individuals and organisations to move from personal growth into purposeful leadership, strengthening people, communities, and systems from the inside out.

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