



ELLA MACDONALD

Observer

DISC Type : ci

Occupational Therapist at St Piers School and College

Kingston Upon Thames, England, United Kingdom

Overview

Ella MacDonald is a dedicated Occupational Therapist specializing in pediatrics, with experience at institutions like St Piers School and College and The Childrens Trust. She earned her BSc in Occupational Therapy from St Georges, University of London, and has a strong background in supporting children with diverse and special needs.

Beyond her professional work, Ella is deeply committed to volunteering with the Riding for the Disabled Association. She is not only a regular volunteer but also organizes fundraising events and is currently a trainee group instructor, showcasing her leadership and time management skills outside of her main career.

She is training to become a group instructor at a charity she volunteers with, demonstrating leadership and a passion for community causes.

Personality Overview

Value Driven

Curious

Example Seeker

They are likely to ask many questions and look heavily for supporting information. They are generally good communicators and can be hard to convince. They can sound friendly and charming but can quickly change gears to become inquisitive and probing.

Topics They Care About

Pediatric OT

Her career is focused on roles as a children's and specialist occupational therapist at various schools and trusts.

Special Needs Support

Has extensive experience working in specialized environments like Tauranga Special School and The Children's Trust.

Equestrian Therapy

Serves as a long-term volunteer and trainee group instructor for the Riding for the Disabled Association, indicating a passion for equine-assisted activities.

Community Fundraising

Actively organizes and participates in fundraising events for the Riding for the Disabled Association charity.

Allied Health Research

[Predicted] Her professional background coupled with an interest in academic publishers like Springer Nature suggests she values evidence-based practice in her field.



Media Appearances

Ella has no verified media appearances

Work History

- 5-2025
Occupational Therapist at St Piers School and College
- 7-2024 - 3-2025
Childrens Occupational therapist at Tauranga Special School
- 12-2021 - 3-2024
Specialist Occupational Therapist at The Children's Trust
- 9-2021 - 11-2021
Children's occupational therapist at CSH Surrey
- 4-2018 - 9-2018
Paediatric Occupational therapy assistant at Guy's and St Thomas' NHS Foundation Trust

Education

- 2018 - 2021
BSc Occupational therapy from St George's, University of London (for students and alumni)
- 2016 - 2018
Allied health professional support from Dynamic Worldwide Training Consultants

More Information

Social Presence :



Prographics :

Exp : **12** Location : **Kingston Upon Thames, England, United Kingdom** Job Level : **N/A**

Designation : **Occupational Therapist at St Piers School and College**

Insights For Selling To Ella

👉 During A Call Or A Meeting

DO's

- Help them understand the risk aspect fully while inspiring confidence
- Persuade objectively how your product will help them achieve their goals
- Focus on immediate action-items rather than the larger goals

DONT's

- Avoid making offhand commitments
- Don't be too objective but make sure to pad your storytelling with data points
- Don't brush off any concerns, take all questions seriously

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Ella, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Exciting but objective

Example: Making it personalized', 'Changing how to sell' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' (along with the first name)

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Logically summarize, keep high energy

Example: Something like 'If these points make it clear, lets wrap this up at 11am?'

Complimentary Close: Unique or standard

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Confident, informational

Overall Messaging: Focused on generating excitement while staying objective

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Ella is

- *Proven value, strong testimonials are important to them, relationships will have some weightage.*

Will you ever get a clear answer from Ella

- *They are practical and friendly, don't expect a clear-cut response often.*

Insights For Deal Planning

How Fast (Or Slow) Will Ella Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Ella Take Some Risk Or Not?

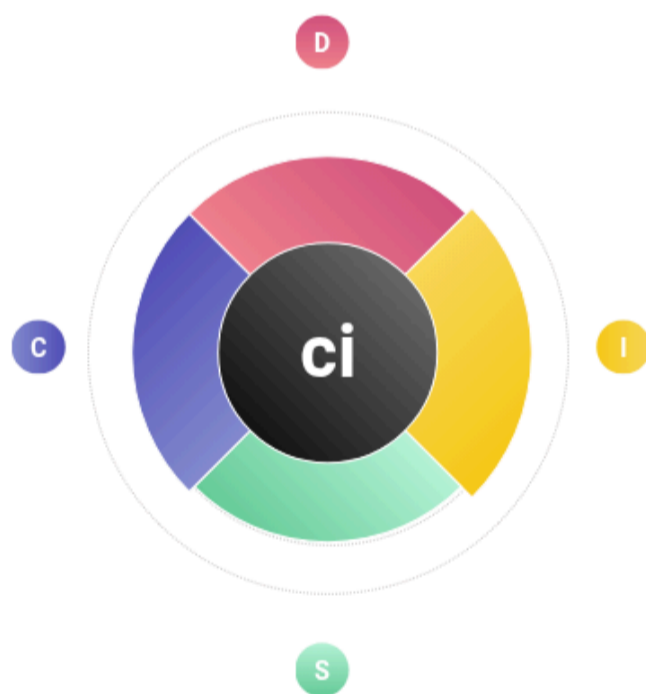
- *They evaluate their decisions systematically and are less likely to take risks.*

You And Ella

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ella's Key Traits



CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.

INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.